

LIFE



ELIZABETH R.

JULY 25, 1938

10 CENTS

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THE BETTER SPARK PLUGS



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This latest major achievement dramatically demonstrates to you and to motorists everywhere that every engine yields better performance when equipped with Champion Spark Plugs.

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Nothing short of Champion's unequaled re-

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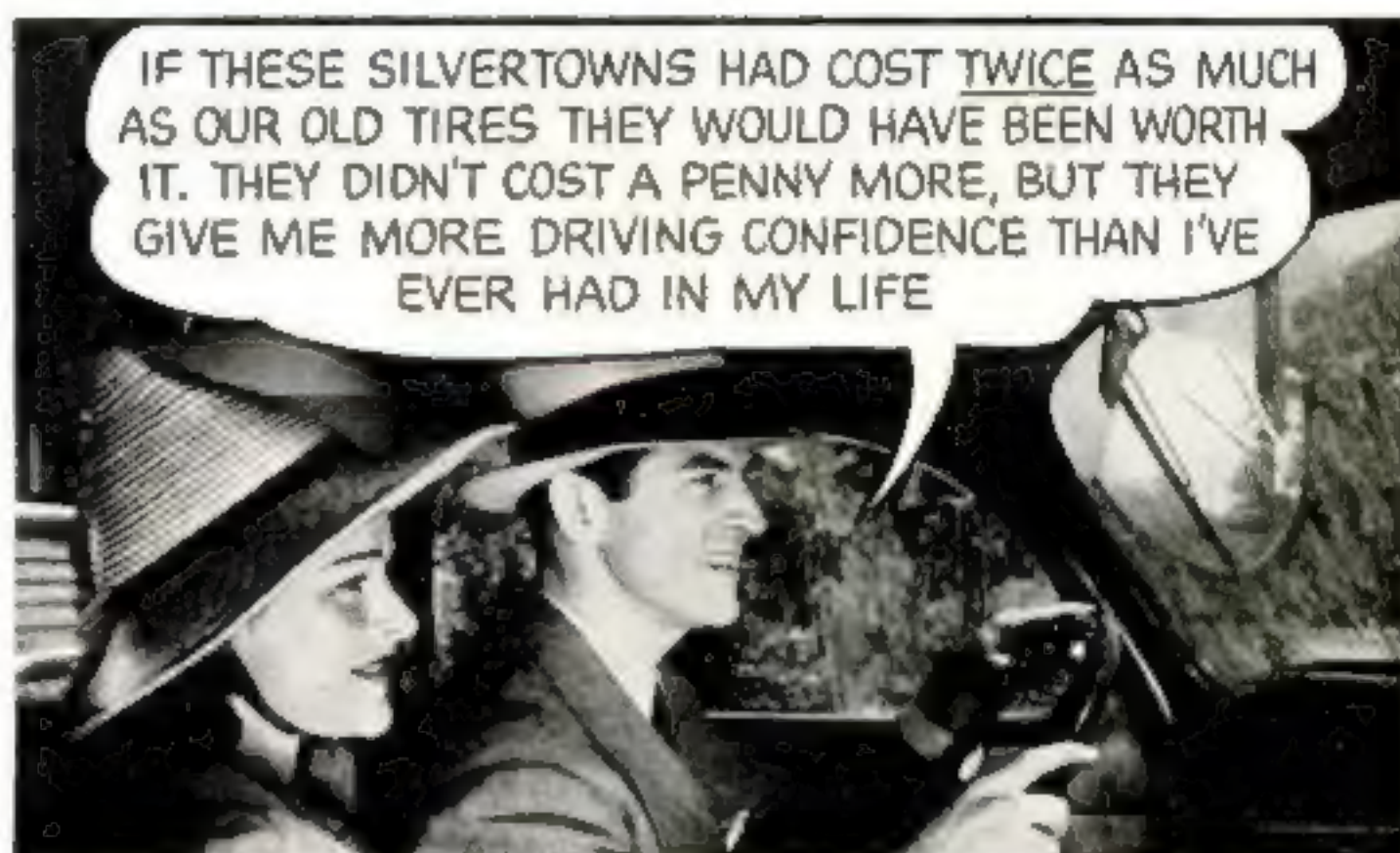
Floyd Roberts, the winner of the 1938 Indianapolis 500 Mile Race, added a stirring chapter to Champion's history of racing achievements. His average of 117.2 m.p.h. is a new record.

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PITTSBURGH TESTING LABORATORY

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Remember, for safety's sake, make your next tires Goodrich Safety Silvertowns.



The new Goodrich SAFETY Silvertown

LIFE-SAVER TREAD SKID PROTECTION ◆ ◆ ◆ GOLDEN PLY BLOW-OUT PROTECTION

This One



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LIFE



...ON THE AIR!

HOWARD BARLOW

EVERY FRIDAY at 9:30 (E.D.S.T.)

LIFE now brings you The March of Time in a new series, on a new network, at a new time—every Friday at 9:30 PM (E.D.S.T.). And in this series of columns, LIFE takes you behind the radio scenes to tell you about the people who make The March of Time, and how they do it.

HOWARD BARLOW

He Can't Help Singing when he conducts the orchestra—which means that since The March of Time first went on the air over seven years ago, Howard Barlow has sung some 13,000 numbers, bits of symphonies and bits of Sousa marches, horror music and political songs, every type of known music from Chinese battle hymns to Ethiopian rain chants, from ancient liturgical melodies to modern mechanistic cacophony. For it is Howard Barlow who selects, arranges and conducts the musical settings for The March of Time's dramatic reenactments.

It is no ordinary musician's job, and Howard Barlow is no ordinary musician. Since 1915, when he came to New York from Oregon, he has conducted many important choruses and concert orchestras, is today a much sought-after symphony guest conductor, has two outstanding musical programs on the air (Music for Fun, Everybody's Music). But there is no job in radio or anywhere else quite like his on The March of Time. In every March of Time show there are some 25 different musical cues for the orchestra, each of which must set a stage (a speeding airplane, the stock exchange, the Siberian arctic, Gettysburg, Pa.), or create a mood (China's "scorched earth," a U. S. political jamboree, a stampede of dinosaurs), or curtain a dramatic climax (Amelia Earhart's last message, the blasting of the Alcazar, a man getting 21 wrong phone numbers).

Three Days Before each March of Time show, Howard Barlow begins to prepare his score. He knows he has five seconds maximum to make each musical cue paint its picture or set its mood. He has more than 15,000 selections to choose from in the N.B.C. music library. But none of them is exactly right for Howard Barlow. In rehearsal, he changes tempos; he makes brasses dominate, or takes horns out entirely; he adds instruments the composer never thought of, or, leaning on his conductor's stand, he nonchalantly writes new notes into the classics. "After all," says Barlow, "no composer ever expressed his idea in a piece five seconds long. We have to do it for him."

At 9:30 to the Second on Friday nights, the Barlow baton snaps the cue for The March of Time fanfare (which he wrote for The March of Time when it began in 1931). At 10 o'clock Howard Barlow finishes a musical performance that will never be repeated, his essential creative contribution to the unique radio invention which is The March of Time.

LIFE ON THE AIR • THE MARCH OF TIME

LETTERS TO THE EDITORS

Traffic Problem

Sirs:

Congratulations on your most effective and comprehensive treatment of the traffic problem in the July 4 issue. This unusual presentation should be in the hands of every legislator, highway official and highway engineer in this country.

C. B. SMYTHE
Vice President

Thew Shovel Co.
Lorain, Ohio

Sirs:

Your pictures illustrate vividly facts that every officer engaged in traffic work knows to be true. They should have a decided effect in making the public more traffic-conscious.

JOHN H. GLASSCO
Chief of Police

Department of Police
St. Louis, Mo.

Sirs:

We in the traffic game in Pittsburgh have for some time believed that education and proper street and highway design would go a great ways toward eliminating many of our traffic troubles. I personally believe that popular magazines, such as LIFE, can be of great aid with such presentations as yours.

CHARLES S. CUNNINGHAM
Traffic Planner

Bureau of Traffic Planning
Pittsburgh, Pa.

Sirs:

Traffic hazards and methods for their elimination are presented in the pictures and accompanying text in a manner which no one can fail to understand.

I am unable, however, to see how accidents will ever be materially reduced through the construction of limited ways. The article states that, "if only one-tenth of the main arteries in the U. S. were limited highways the accident toll would be reduced by as much as 50%."

Of course, I do not know just what the writer had in mind as being the "main arteries," but there are 3,000,000 miles of roads in the U. S. outside of cities and many thousands of miles of city streets. It is sometimes stated that 50,000 or 60,000 miles of limited ways are needed, the latter figure being only 2% of the total mileage. The least expensive highway mentioned in the LIFE article cost \$470,000 a mile and at that rate 60,000 miles would cost \$28,200,000,000. This is equal to the total of all motor taxes for nearly a generation, or \$1,000 for each vehicle now in use.

I am thoroughly in favor of building limited ways insofar as it is economically possible to do it, but I believe that if public authorities everywhere would put into practice all that is known about sound traffic engineering, efficient traffic law enforcement, and efficient traffic safety education, more lives would be saved in ten years than could be saved in 100 years by building super-highways and elevated streets.

In closing, I wish to commend the editors of LIFE for bringing before the public so forcefully the problem of traffic accidents and the methods by which they can be reduced. It is bound to have a very good effect.

R. L. MORRISON
Professor of Highway Engineering
and Highway Transport

University of Michigan
Ann Arbor, Mich.

● The average cost of building limited-way highways, with overpasses and dividing islands, is not as high as the examples mentioned indicate. Especially in the West, where there are few crossings, present roads can be converted fairly cheaply. The average cost is closer to \$150,000 than to \$470,000.

At this rate \$28,200,000,000 would build 188,000 miles of road.—ED.

Sirs:

Most Californians, like myself, have been much surprised to find that in Eastern cities pedestrians do not obey traffic signals.

For these past 15 years or thereabouts, Southern California cities have regulated pedestrian traffic with success, and the custom is now general throughout the State. We residents are even less likely to cross against a red light when on foot than when driving. It is very embarrassing to be whistled at vigorously by a grinning policeman and, while everyone else looks on, to have to walk back to the curb to start over.

The rest of your write-up on traffic control was superb, as usual.

J. RUSSELL

Berkeley, Calif.

Sirs:

Don't look now, but I think somebody's passed you a hot one! You show a big traffic snarl (page 52) with the following caption: "Week-end trip in California may mean hours wasted crawling along this road in San Fernando Valley . . ."

This strip of road is not in the San Fernando Valley, but is a piece of Colorado Boulevard just west of Pasadena. It is not an average weekend, but New Year's Day. And the occasion—the annual Tournament of Roses and Rose Bowl Football Game.

Hardly an average week-end traffic jam, LIFE, and hardly a sporting comparison. For over two years I've driven over this same section daily to Whittier, 22 miles away. Any day in the year, except New Years, I can make the trip in a half hour without rushing.

S. C. EASTMAN

Whittier, Calif.

● LIFE's choice of a picture was unfortunate but, as every motorist knows, such snarls can be duplicated in any section of the country on an ordinary summer weekend.—ED.

Sirs:

Will you inform illustrious Illustrator Rockwell Kent that there should be 13, not 15, stripes in the American Flag on the right-hand side of the picture shown on page 49. Otherwise Artist Rockwell Kent is a damn good Illustrator—and anyway LIFE is a damn good magazine and worth more than a dime of anybody's money anytime!

KENNETH KATZ

Los Angeles, Calif.

Boulevard's Business

Sirs:

I am writing you regarding the spread of Baltimore-Washington Boulevard sore spots in the June 27 issue of LIFE.

I feel sure that you will be interested in knowing the immense effect your magazine seems to have on the buying public. At least a dozen service-station managers, restaurant managers, and other small business men along the Boulevard have told me in the last three days that their business has fallen off since that issue was distributed.

It would be extremely difficult to prove an actual connection, especially as traffic on our road is lighter this summer than normal. Nevertheless, I feel that in justice to the businessmen of this 31-mile community, you should show other than eyesores on the Boulevard. . . .

HAROLD H. BUCKLES
Field Representative

Baltimore-Washington Boulevard Assn.
Elkridge, Md.

● Mr. Buckles states that the Baltimore-Washington Boulevard Assn. has

as one of its objects the beautification of that highway. When substantial progress is made, LIFE will be glad to take note of it.—ED.

Heroic Porter

Sirs:

Your issue of July 4 with views of the train wreck in Montana leads me to ask the question: Why omit the picture of the porter who did such fine work in emptying the coach which was swept away soon after the occupants barely escaped? ED FRYER

Newark, N. J.

Sirs:

I notice you gave Lewis Williams credit for being the porter on Car A and rescuing the passengers. Joseph Martin is my name and I was the porter on that car. When the wreck occurred I was in the



PORTER JOSEPH MARTIN

smoker. I turned on lights in the body of the car, asked if anyone was hurt, found a way out of the car, assisted a Mr. Griffin, one of our officials, who was a passenger on my car, and assisted passengers out of the car.

Mr. Griffin and I made the last inspection of the car to see that no one was left. We were in the diner when Car A broke loose and hoisted down the creek.

JOSEPH MARTIN

Chicago, Ill.

● Porter Martin was indeed the No. 1 hero of the Montana wreck. Porter Williams was in one of the cars which jumped the creek and he likewise assisted his passengers to safety.—ED.

Worst Wrecks

Sirs:

It is a great picture story of the tragic wreck of the *Olympian* in your July 4 issue. However, it is not "the worst American railroad wreck since 1887." You have overlooked the wreck of Wabash No. 11, Engine 610 (World's Fair Royal Blue Limited out of Buffalo), in the north end of the Litchfield (Ill.) yards in 1904.

The entire train was consumed by fire. Only three persons (the conductor, brakeman and one passenger) escaped.

CLAUDE H. STONE

Tampa, Fla.

Sirs:

The worst American railroad accident was at Nashville, on July 10, 1918, in which 89 were killed.

EWING C. BASKETTE

New York, N. Y.

Sirs:

There were two train wrecks on the Denver & Rio Grande Railway in Colorado—one in midsummer, 1905, the other in March 1906.

The 1905 wreck occurred about ten

miles north of Pueblo. The dead numbered more than 100. The 1906 wreck took place at Adobe, near Florence. Again more than 100 lives were lost.

ROBERT ELDER

Palo Alto, Calif.

Sirs:

What about the wreck of the Duquesne Limited on the B. & O. near Dawson, Pa., on Dec. 23, 1904? Sixty-seven were killed.

JOSEPH D. PETTY

East Greenwich, R. I.

Sirs:

Lehigh Valley R. R. at Mud Run, Pa., Oct. 10, 1888. . . . 65 dead.

Michigan Central at Ivanhoe, Ind., June 22, 1918. . . . 68 killed.

Nashville, Chattanooga, & St. Louis, at Nashville, Tenn., July 9, 1918. . . . 99 killed.

JAMES B. CAIN

Chicago, Ill.

● LIFE erred in calling the Montana wreck, in which the final death toll was 47, the worst since 1887. Statistics on wrecks are so incomplete that no one can say for sure which was worst.—ED.

Aerial Cowboy

Sirs:

With indignation and sorrow I viewed your pictures of the aerial cowboy who rounds up wild horses by airplane (LIFE, July 4). I wonder if this man does not know that without man's best friend, the horse, this great West of ours could never have been pioneered as it was. In time to come mayhap some man will take his small son up to a glass case and say, "Son, that is what was once known as the Western pony."

Our Government should take shame for allowing an insensate machine to so terribly frighten beautiful, innocent colts.

HARRY M. RALSTON

Glacier Park, Mont.

Sirs:

It is too bad these wild horses can't reciprocate this treatment to Cowboy Hanson and his kind, by a good old American sock on the jaw.

LEO PETERSEN

Trona, Calif.

Sirs:

I hereby urge all lovers of horses and all real sportsmen to send a petition to their congressmen or to the Department of the Interior urging that this ruthless practice be stopped.

THOMAS C. SAVAGE

New York, N. Y.

Pun Panned

Sirs:

I am writing concerning a short paragraph which appeared in LIFE, July 4, and which dealt with the presentation of two honorary degrees to one of the greatest geniuses of modern times, Walt Disney.

The paragraph stated that Yale produced the punning phrase: "He labored like a mountain and brought forth a mouse," and then it stated that Harvard "stuffyly" proclaimed: "A magician who has created a modern dwelling for the muses."

Mr. Disney is an artist with a true and beautiful interpretation of music and painting.

To criticize Harvard's picturesque phrase, which was certainly apropos of the occasion, was narrow and prejudiced; and again, to laud the weak and uncomplimentary line of Yale, was something that could only have escaped the eyes of an unworthy editor who in this case reminds me of the seventh of the seven dwarves, "Dopey."

W. G. STEVENS

Montreal, Canada.

● Reader Stevens reminds LIFE of Grumpy.—ED.



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GOOD TASTE FOR 94 YEARS

SPEAKING OF PICTURES . . .



There was no joy in the ladies' stands when, in the fourth inning of the game with the Cincinnati Reds, Berger of the

Reds hit his second home run of the day. The female fans watched glumly as Berger rounded second base, and Der-

ringer jogged toward third. When the Cubs rallied in the ninth inning, there was a different story, told on page 6.



Female rooting is as loud and even more piercing than male rooting. The noise here was evoked when Demaree of the Cubs hit a homer. A good third of the ladies present are over 40.



Late comers to the ball park find only runway seats left vacant for them, so hop up and sit on the concrete floor of the next tier. Note lady keeping box score. A fair number do.

... BASEBALL HAS A LADIES' DAY

About 20 years ago, William Wrigley, chewing-gum maker and owner of the Chicago Cubs, announced that on a certain day any lady who came to his ball park with a smile would get in free. Quite a few smiling ladies showed up. Several years later, 40,000 females came to a Ladies' Day, broke turnstiles in an unladylike brawl for seats. This was final proof that Ladies' Day was a success. Today, all big league teams have a Ladies' Day. These pictures were taken July 8 at Wrigley Field, Chicago, when 15,236 women watched the Cincinnati Reds beat the Cubs, 7-6. (Find at least ten males in ladies' section at right.)

The ladies at Ladies' Day display a vast enthusiasm. Time was when the feminine section used to rise and cheer hysterically when a foul ball was hit but today women know better. In two respects they differ from male fans. A male, coming to his seat, looks glumly at the dust on it and sits down without ado. But the female fan is a fastidious seat duster. She is also a seat holder, filling adjoining places with hats or packages to reserve them for friends. This results in scattered arguments throughout the stands, to which the ushers try to pay no attention.

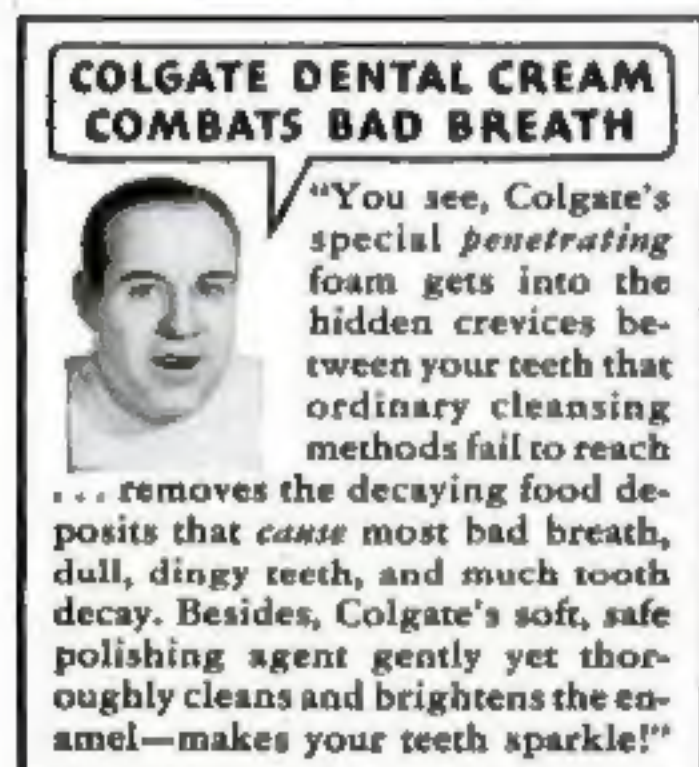
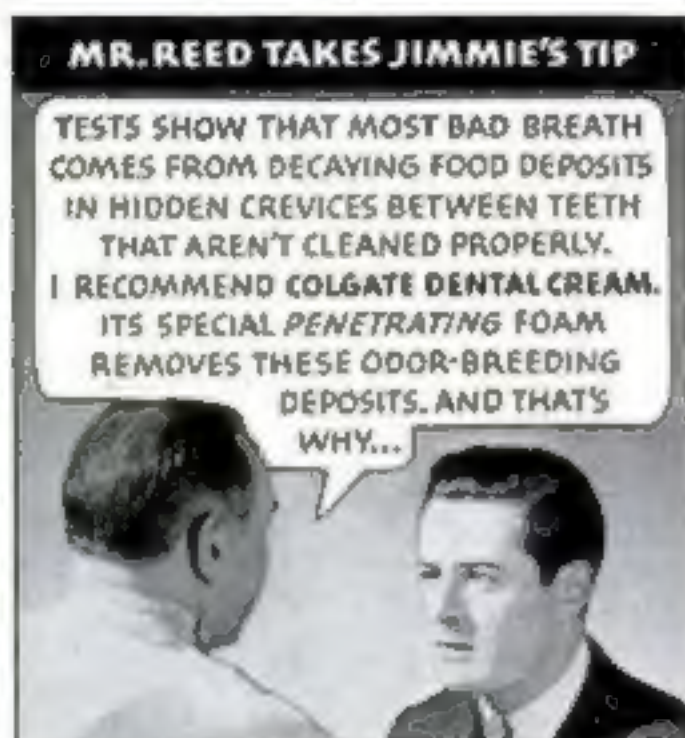


At ease this fan waits for the game to start. She has put her hat on the seat next to her to hold it for a friend.



On the rail, this fan arrived too late to get a good seat. Serious rooters arrive several hours before the game begins.





SPEAKING OF PICTURES

(continued)



Hops and anxiety settled over the ladies' section when the Cubs staged a ninth-inning rally. Fans tore their hair and bit their fingers as Demaree came to bat.



Demaree doubled and shrill squeals of delight arose. The large lady at the rail remembered, however, that the Cubs were still behind. She remained thoughtful.



Hack tripled. The large lady beamed (above), fans turned toward the plate (below) as the tying run scored. Next inning, gloom settled for good when the Reds won.



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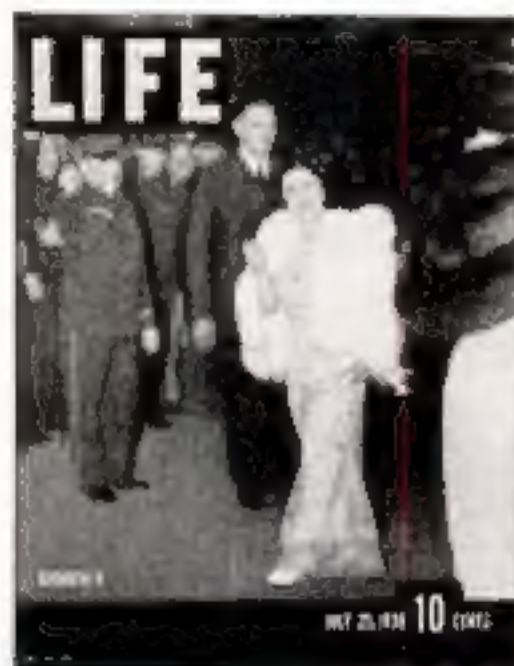
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LIFE'S COVER: The cheerful lady in white fox saluting the photographer is Queen Elizabeth of England, the Scottish Earl's daughter for whom a Gypsy 17 years ago predicted a queen's career (see pp. 46-51). She is walking into London's Wyndham's Theatre to see *George and Margaret*, a homely English comedy, by Gerald Savory. The stiff hand-flap is the gesture she has evolved to greet crowds. Britons do not like it much but it saves energy. The fact that the evening is an informal one is shown by her lack of a tiara. Fox fur is her favorite.

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HUGHES BLOWS OUT GROVER WHALEN'S FACE ACKNOWLEDGING NEW YORK'S WELCOMING CHEERS

A RICH YOUNG TEXAN WITH A POET'S FACE GETS HERO'S WELCOME ON WORLD FLIGHT

Howard Hughes in his Lockheed 14 took off from Floyd Bennett Field, Brooklyn, at 7:26 p.m. July 10. He set his plane down again at Bennett Field at 2:34 p.m. July 14. In 3 days, 19 hours and 8 minutes he had flown 14,824 miles, around the world via Paris, Omsk, Yakutsk, Fairbanks and Minneapolis and set another great aviation record for the U. S. Wiley Post had done it in 7 days 18 hours. But there was no comparing the two flights. Post flew it alone. Hughes had a crew of four.

As a flight it was thrilling only in precise accomplishment. En route, there was little excitement. A tail-wheel fitting broke in the take-off, was repaired in Paris. Out of Yakutsk, Siberia, the mountains turned out to be 9,000 ft. high instead of 6,500, as the maps said. But Hughes lifted safely over. Twice, the aerial tore.

Howard Hughes is a Texan. He is rich (\$17,000,000). He has, according to the *New York Times*, "the face of a poet." But because he is modest and avoids publicity, that face is little known to the mass of Americans. And also because he is modest, he took small credit for his record-breaking feat. Soon after he landed in New York, he scribbled on telegraph blanks an explanation of his flight: "It functioned because it was carefully planned. Any of the air-line pilots of this nation with any of the trained Army or Navy navigators, could have done the same thing. If credit is due anyone, it is due to the men who designed . . . the modern American flying machine."

Next day some 500,000 New Yorkers had a look at the "poet's face" of Hero Hughes when, in an auto with Grover Whalen, head of New York World's Fair, he rode up Broadway in a storm of ticker tape unequalled since Lindbergh's return eleven years ago.



HUGHES'S LOCKHEED LANDS AT FLOYD BENNETT FIELD

THE HUGHES FLIERS GOT THE OVATION BUT A LOCKHEED PLANE DID THE WORK

When Howard Hughes in his statement gave credit for his success to American airplane makers, he was not indulging in a purely patriotic gesture. He was telling the simple truth. The airplanes made in the U. S. are the best in the world. Only last month, the British Government ordered 200 planes from the Lockheed Aircraft Corp. of Burbank, Calif. They will be used as bombers.

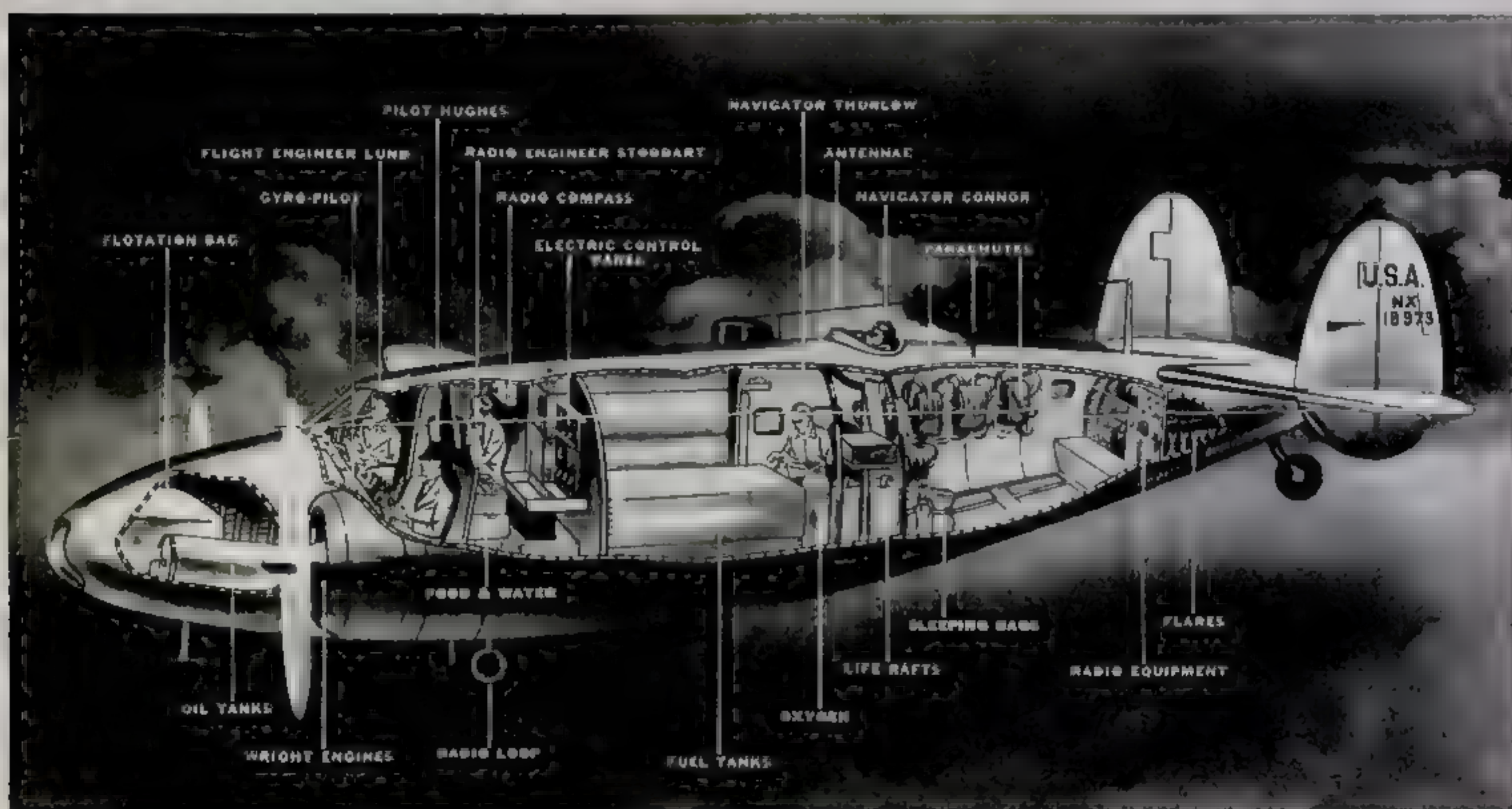
It was a stock Lockheed 14 which Hughes flew around the world. In all essentials, it was the same as the planes being flown today by Northwest Airlines. Smaller than the Douglas ships which are used in transcontinental service, the Lockheed is faster.

Its top speed of 250 m.p.h. makes it, in fact, the fastest transport plane in the world. Hughes paid the regular price of \$60,000 for his plane. The two 1,100-h.p. Wright engines were given him free by the makers.

After Hughes had bought his plane, he spent months testing it scientifically, installing special equipment. He carried two items of special interest to aviation. One was a radio set which enabled him to send and receive messages in voice or in code on 17 different wave lengths. The ordinary commercial airplane set can work on only three wave lengths. Another device was a machine which calculated the

exact position of the plane largely by the turn of a crank. For safety, the plane carried life rafts, oxygen tanks (which were not used), rations for 30 days, a hunting knife and fishing tackle. There were no bunks in the plane and the crew got only cat naps on its trip.

Hughes's plane was the second Lockheed to go around the world. The first was a Lockheed Vega which took Post and Gatty around in 1931, and which went around again in 1933 when Post flew around by himself. Still another Lockheed tried to fly around the world. That was Amelia Earhart's *Electra* which disappeared in the Pacific last July.



HUGHES'S PLANE, SHOWN ABOVE IN CROSS SECTION, WAS NAMED "NEW YORK WORLD'S FAIR." HUGHES WAS NOMINALLY THE FAIR'S AIR AMBASSADOR

Hughes's face grows brighter after shave, drink and big welcome



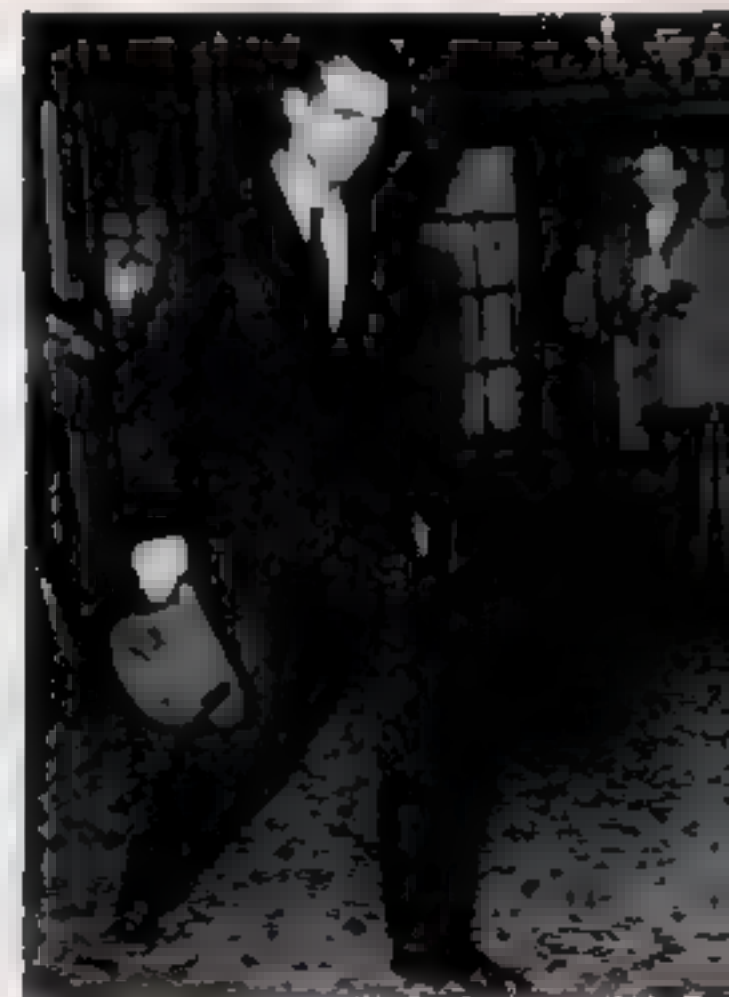
All in, unshaved and dirty, Howard Hughes slumps as he leaves field.



The weary crew, faces covered with stubble and grime, ride off with their still-tense wives. Left, the Stoddarts; right, the Connors.



Shaved and spruce, Hughes drinks. In back, another famed Texan, Jesse Jones.



Half-hour late, Hughes walks out of the hotel to join his parade.



Waiting to see Hughes land at the field, an eager mob pressed so hard against the steel fence that one section gave way. The police rushed in to prevent any one from slipping by.



Waiting to see Hughes pass up Broadway, the crowd was startled when a motorcycle cop, struck by a missile, lost control of his machine, bucked into sight-seers. No one was hurt.



A cordon of cops was strung around Hughes's plane after landing to protect it from mob of reporters, broadcasters.



Pleased at the great ovation (right), Hughes lost his usual shyness, turned to smile at his crew riding behind him.

(continued)



Katherine Depina She didn't go

ROUND-THE-WORLD HUGHES IS NOW DATING LA HEPBURN

Before he flew around the world, Howard Hughes was known for three things: 1) In 1930 he had made a successful movie called *Hell's Angels*; 2) In 1937, he broke all records by piloting a plane across the U. S. in 7 hours, 28 minutes; and 3) he was currently Katharine Hepburn's best beau. Before his flight, rumors spread that he might carry the movie actress with him. But she didn't go—either because he didn't ask her or she declined his invitation.

After the flight, people learned more about Hughes. He was born in Houston, Tex., Dec. 24, 1904. His late father had invented an oil-well drilling bit which made a fortune. Young Howard was so bright that, though he lacked entrance requirements, he was allowed to take courses at California Institute of Technology. He liked fast driving so well that his father left a deposit at the local police station to take care of Howard's fines. He had once run over and killed a man. He was married at 20, divorced at 24. Because he made a great many dates with a great many different girls, his name was linked with a dozen women (see right). He was 6 ft. 3 in. tall and not very sociable.

But the country still wanted to know what Hughes was going to do about La Hepburn. Hollywood gossip said they were already married. Friends said *fiddledsticks*, Hepburn was going to remarry her first husband, an insurance broker named Ludlow Smith. Before he took off around the world, Hughes flew over Hepburn's home in Connecticut, dipped his wings as a sign of devotion. Just before he landed after the flight, Hepburn phoned the airport for Hughes. As soon as he could, Hughes sneaked off to Hepburn's Manhattan house, darted back into his cab when he spotted cameramen. He phoned Hepburn later, presumably went off to see her after the parade.

Hughes met Hepburn in 1936. At the time, he was going around with June Lang and Hepburn was rumored engaged to her agent, Leland Hayward, who later married Margaret Sullivan. Both refused ever to acknowledge their romance. In Chicago, last winter, Hughes registered at Hepburn's hotel. Crowds gathered in the lobby and the City Clerk stayed open late, expecting the pair to come for a license. They didn't.

This 29-year-old girl whom Hughes may marry is as temperamental and headstrong as she appears to be in LIFE's exclusive photograph on the opposite page. Daughter of an advocate of birth control, who herself had five children, Hepburn went on the stage after graduating from Bryn Mawr, made a quick success in Hollywood with *Bill of Divorcement*, *Morning Glory*, *Little Women*. Then her box-office appeal began to diminish. She returned to the stage in *The Lake* and Dorothy Parker cracked cruelly that her acting "runs the gamut of emotion from A to B." This was a palpably unfair judgment but typical of the resentment Hepburn's manners and acting arouse. Recently she was labeled "box-office poison" by independent exhibitors, an accusation she refuted by playing in the currently successful *Holiday*.

Hepburn is thin, lean-jawed, and very attractive. Her voice is metallic. She swears fluently and pleasantly. Publicity people dislike her because she dislikes publicity. An intelligent and studious actress, she works hard on the set, has amazed Hollywood recently by a willingness to take direction. There may be a reason. Hollywood insiders swear that the choice of Norma Shearer as Scarlett O'Hara was a publicity stunt. Soon, they say, Miss Shearer will reject the part, leaving it for someone else. The someone else, they expect, will be Hepburn.

HOWARD HUGHES IS A GREAT DATE MAKER



Billie Dove was, before Hepburn, the most serious of Hughes's Hollywood romances. He met her in 1929, was reported to send her \$500 worth of orchids a day.



Marian Marsh came into Hughes's life after Billie Dove. They were seen everywhere together (above, at *Agua Caliente*) but few gossips took them seriously.



Katharine Barker was one of the girls Hughes dated when in New York. Daughter of a New York broker, she attended a benefit ball with him in 1933 (above).



Gloria Baker, heiress, has been reported engaged to no many men as Hughes has women. Hughes was her swain two winters ago, so she was reported engaged to him.



Ida Lupino, pert English actress, had a great many dates with Hughes last year but Hollywood discounted the relationship as simple friendship, nothing more.



Ginger Rogers is usually too busy or discreet to be linked with one man. When she dined & danced with Hughes a few times, Hollywood decided it was love.

HUGHES'S WEALTH COMES FROM BITS AND BEER



Two Hughes money-makers, both in Houston, Tex., are shown above. The tall building in center and lower ones at left are the Gulf Brewing Co., founded by

Hughes in 1933. Long low building is the Hughes Tool Co., founded by Howard's father who made millions inventing an oil-drill bit able to cut through hard rock.

LIFE ON THE NEWSFRONTS OF THE WORLD

Crowds cheer Hughes and Roosevelt, Japan gives up Olympics, Death comes to Insull

Crowds made the picture news of the week — crowds which varied in mood and appearance with the sights and the heroes which brought them forth. At Wrigley Field, Chicago, it was a hot, jolly, peanut-eating crowd of 40,000 women which saw the free ball game on Ladies' Day (see p. 4). At Houston, Tex., it was a folksy, admiring crowd of 26,000 which came to marvel at the antics of a one-man political circus who may be the next Governor of Texas (see p. 16). At Wimbledon it was a tense, silent crowd which watched Helen Wills Moody play out her match with the injured Helen Jacobs (see p. 35). . . . Howard Hughes, the hero of the week, was greeted by crowds at Paris, Moscow, Omsk, Yakutsk, Fairbanks, Minneapolis and New York. At all the stops except New York the crowds would have been bigger if Hughes and his companions had not regularly arrived ahead of schedule and departed almost before the public knew of their arrival. Hughes went around the world so fast that he beat the pictures of his own exploits back to New York by a wide margin. It will be this week before America sees pictures of his landing in Paris and no one except the Soviet Press Bureau knows how long before pictures arrive from Siberia.

Crowd-getter No. 1. The most consistent American crowd-getter last week wound up his political trip across the baking Southwest. President Roosevelt was out to "purge" the Democratic Party of politicians disloyal to the New Deal—so the papers said—and everywhere curious crowds came to see the great man pick his favorites for the fall elections. . . . In Oklahoma, where Senator Elmer Thomas was running a hot, three-cornered race for renomination, a crowd of 50,000 heard the President bestow on the Senator a judicious crumb of praise (three days later Thomas won). At Wichita Falls, Tex., 10,000 people crowded around the rear platform of the presidential special to see him hand a juicy plum in the form of a Federal judgeship to beaming Governor Allred. At Fort Worth he made a speech on conservation over Station KFJZ, owned by his daughter-in-law, Mrs. Elliott Roosevelt. Moving on to Colorado, he accepted without comment a petition from the steel workers of the Colorado Fuel & Iron Corp. that he run for a third term. The tests of the party "purge" came in Colorado and Nevada, where two Senators who opposed the Court Bill, Adams and McCarran, are up for re-election. In each State the President was carefully noncommittal and by the time he reached California it was clear that the purge was a gentle one. . . . In San Francisco two crowds greeted the President. One, composed of plain citizens, numbered 300,000 and broke through steel cables. The other was a crowd of politicians. The whole State seemed to be running for office and every candidate wanted the presidential blessing. Mr. Roosevelt blessed none but faithful old Senator McAdoo and on July 16, two days after reviewing the fleet in San Francisco har-



ROOSEVELT

bor, he gratefully boarded the cruiser *Houston* at San Diego for a fishing trip to the Galapagos Islands.

Wages-&-Hours-Man. In California President Roosevelt picked a man for the most important job created by the last Congress. The job: Administrator of the new Fair Labor Standards (Wages-&-Hours) Act. The man: Elmer F. Andrews, New York State Industrial Commissioner. Mr. Andrews will have to solve a problem which stymied the whole U. S. Congress: How to fix a differential in each industry between a minimum wage for the North and a minimum wage for the South. Congress ducked the problem, leaving it to committees which the Administrator appoints. Since Mr. Andrews must accept or reject the committees' recommendations, it all comes back to him.



ANDREWS

Shift of Olympics. To almost everyone's relief, Japan finally decided to give up the Olympic Games scheduled for Tokyo in 1940. Two years ago the Japanese civilian government fought hard to get the games but the Army leaders pool-pooled them from the start. The latter regard the Olympic ideal of international friendship as silly and possibly subversive. Besides, the Games would divert the nation's strength from the military campaign in China. . . . The Games will go to Finland. No country deserves them more, for Olympic history is bright with the names of her sons and possibly the greatest of all Olympic stars was a Finn—Paavo Nurmi, now proprietor of a Helsingfors sport shop. The Games will be held at Helsingfors on far less lavish a scale than the 1936 Games at Berlin or the 1932 Games at Los Angeles. That should be a good thing.



NURMI

Chaco. Last month a Paraguayan politician named Zubizarreta broke up the Paraguay-Bolivian peace conference by stubbornly insisting that Bolivia had started the Gran Chaco War, Paraguay had won it, and therefore Paraguay must get all the fruits of victory. At this the man who really won the war, Paraguay's General Felix Estigarribia, flew from Washington to Buenos Aires and squelched Zubizarreta. This made things difficult because

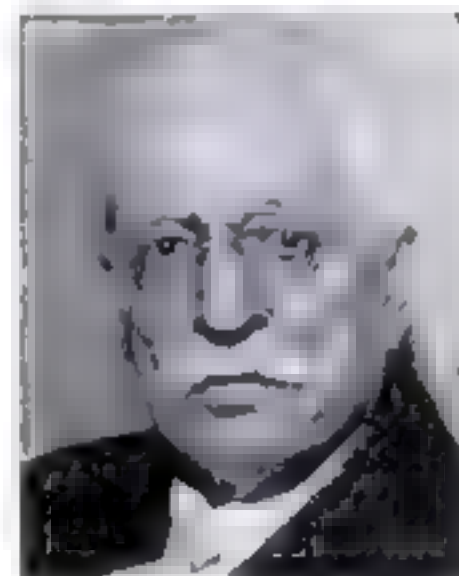


ESTIGARRIBIA

Estigarribia's Army supports Zubizarreta for next President of Paraguay and could easily elect him. On July 9 the Bolivian and Paraguayan delegates actually signed an agreement giving Paraguay the lion's share of the Chaco, but leaving Bolivia her oil fields, details to be worked out by a neutral board. Politician Zubizarreta was hopping mad, swore he would keep the Paraguayan Government from ratifying the soldier's agreement.

Palestine Terror. The reign of terror in Palestine grew daily worse and worse. But after three weeks of fairly steady knifing, bombing and street fighting between Jews and Arabs a startling fact emerged. Hitherto the Arabs have always done the heavy killing and the Jews have killed mostly in retaliation. But between July 5 and 15 the dead numbered: Jews, 29; Arabs, 66. The world realized that the Jews had begun to out-terrorize the Arabs.

Death in a Subway. An old man with white hair and trembling hands but an unmistakable air of importance collapsed and died in a Paris subway train. It was Samuel Insull, aged 78. Once the name of Insull inspired awe and instant obedience in a \$4,000,000,000 public utilities "empire." Later, when that empire collapsed, ruining investors, the name was a term of reproach throughout the land. Last week it called forth only pity for an ambitious man whose last years were bitterly unhappy.



INSULL

Wars. July is the month for wars. Ten days after the first anniversary of the Chinese-Japanese War July 7, the second anniversary of the Spanish Civil War rolled around July 17. Later this month comes the 24th anniversary of Austria-Hungary's declaration of war July 28, 1914.

"Vassals." Rumors that Adolf Hitler would try something new in Central Europe, while the King and Queen of England (see p. 46) were filling the world's eye in Paris, flickered over Europe. A quiet Nazi advance was under way into Hungary, as German Army officers arranged to instruct the Hungarian Army. All Nazi moves in southeastern Europe are aimed at reaching the oil and wheat of Rumania whence issued last week this defiant peep: "Rumania is not Germany's vassal nor a substitute for her lost colonies."

Picture-of-the-week. The Gideon Society, which in 30 years has distributed 1,450,000 free Bibles to hotels and institutions, made its largest single gift to Los Angeles' new General Hospital (see opposite page). The Rev. E. E. Haring, hospital chaplain, is climbing up a mound of 3,000 Bibles, standing 11 ft. high and 30 ft. wide and weighing 6,000 lb.



3,000 Gideon Bibles to Los Angeles hospital

HILLBILLY SONGS AND A SUGARY VOICE ARE SWEEPING



IN HOUSTON JULY 2, 25,000 PEOPLE STOOD FOR TWO HOURS LISTENING TO O'DANIEL'S HOMESPUN



CANDIDATE O'DANIEL COMBINES HUEY LONG, WILL ROGERS AND GEORGE HABBITT



Daughter Molly passes the collection barrel (marked "Flour, Not Pork") at each rally. To date the O'Daniel campaign receipts exceed expenditures.



DEMOCRAT O'DANIEL TOWARD THE GOVERNORSHIP OF TEXAS

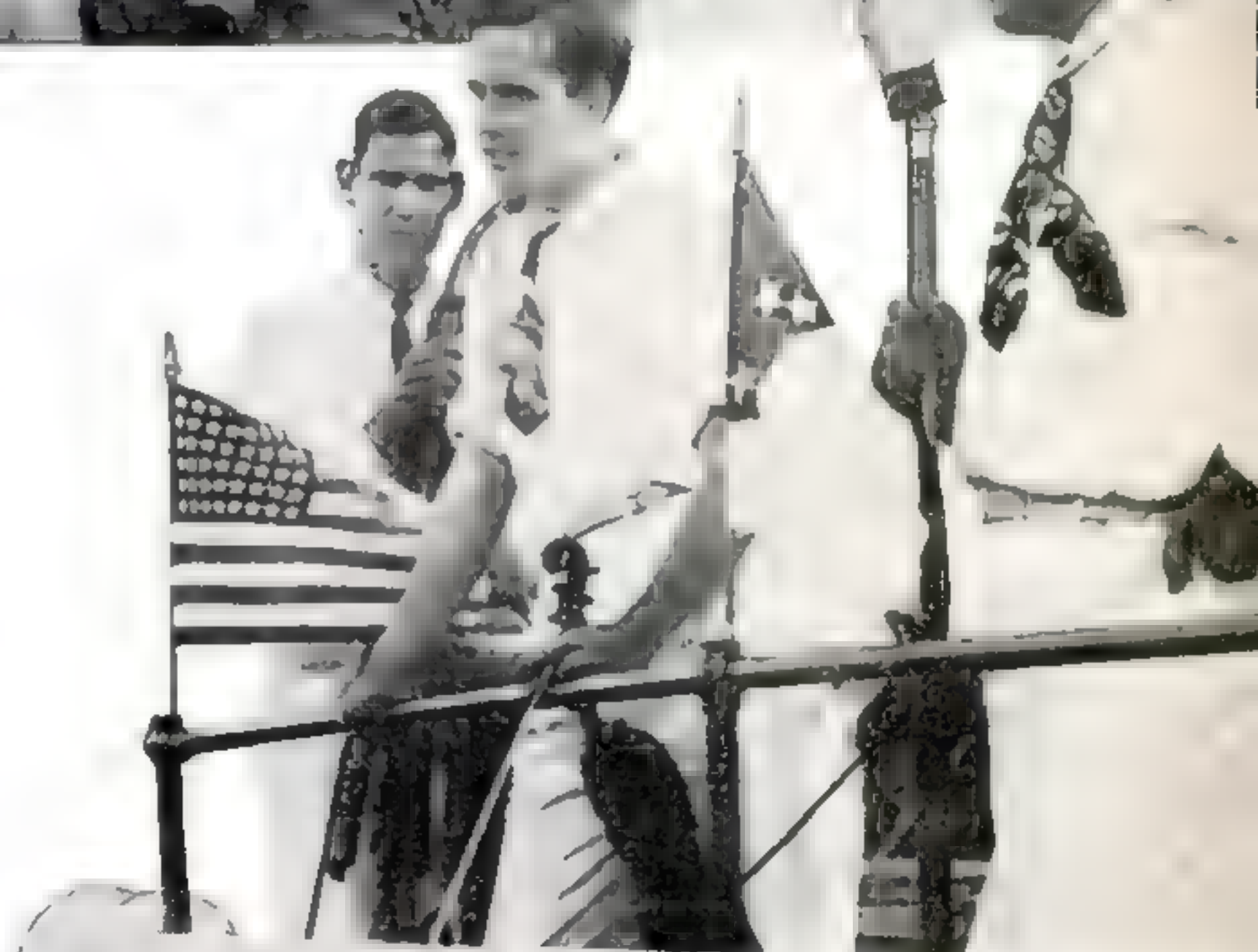


POLITICS AND HOMEMADE MUSIC. TO HIS POLITICAL ENEMIES HE IS "THE MEDICINE MAN"

On July 23, Texas Democrats will visit the polls to select their party's candidate for governor. This primary is in effect the State's gubernatorial election, for in Texas a Republican stands as much chance as a Communist in Jersey City. A month ago 11 politicians were noisily hallyhocking themselves for the nomination. Today there are 12 and of these the newest entrant is favored by all existing signs to win. He is W. Lee O'Daniel, 46, a flour manufacturer of Fort Worth, whose platform includes equal parts of the Ten Commandments, pension promises and hillbilly music.

For eight years Candidate O'Daniel has advertised his Hillbilly Flour over local radio networks. His honey-sweet crooning and homely aphorisms have won him a half million dollars and a huge adoring public. One night in June he announced over the air that a friend had asked him to run for governor. Said he: "If any of you folks think I ought to run, send me a postcard." Within a few days he got 74,499 cards.

With his attractive family, a hillbilly band, and a white sound truck (right) Democrat O'Daniel entered a campaign distinguished by the high jinks of other political entrepreneurs. His crowds soon outnumbered those of his rivals by thousands. In small towns people roped off highways, compelled him to stop and deliver unscheduled addresses. His technique is unvarying: a few apothegms in the Will Rogers vein, then "Strike up a tune, boys." Later his pretty daughter (left) takes up a collection. Businessman O'Daniel usually manages also to interject a good word for Hillbilly Flour. His flour sales have doubled since the fight began. Thus even in defeat O'Daniel should profit by his entry into politics. But straw polls and forecasters concede him up to 80% of the votes.



W. LEE O'DANIEL for GOVERNOR
HILLBILLY BOYS



JUSTICE CARDOZO'S DEATH ROBS SUPREME COURT OF A GREAT PHILOSOPHER OF LAW



Associate Justice Benjamin Nathan Cardozo, who died July 9, was a great juridical scholar, philosopher, humanitarian, poet.



Cardozo's chair on Supreme Court bench was draped with black, will remain shrouded for 30 days or until a successor

is named. Possible successors: New York's Senator Wagner, Judge Samuel Rosenman, Harvard's Dr. Felix Frankfurter.

CHIEF MOURNERS

- 1 GOVERNOR & MRS. HERBERT H. LEHMAN OF NEW YORK
- 2 ASSOCIATE JUSTICE OWEN J. ROBERTS OF SUPREME COURT
- 3 MRS. FRANKLIN D. ROOSEVELT, WIFE OF THE PRESIDENT
- 4 ASSOCIATE JUSTICE STANLEY REED OF THE SUPREME COURT
- 5 ASSOCIATE JUSTICE PIERCE BUTLER, AND HIS SON, LEO

The text under pictures at right is composed of excerpts from essays, speeches opinions of Justice Cardozo



CARDOZO ON THE LAW:

"We live in a world of change. If a body of law were in existence adequate for the civilization of today, it could not meet the demands of the civilization of tomorrow. Society is inconstant. So long as it is inconstant, there can be no constancy in law. Law defines a relation not always between fixed points, but often, between points of varying position. There is change whether we will it or not."



CARDOZO ON JUSTICE:

"We have the claims of stability to be harmonized with those of progress. We are to reconcile liberty with equality, and both of them with order. The property rights of the individual we are to respect, yet we are not to press them to the point at which they threaten the welfare or the security of the many. We must preserve to Justice its universal quality, and yet leave to it the capacity to be individual and particular."



At half staff flew the flag in front of the Supreme Court where Justice Cardozo served the Law. A failing heart first laid him low three years ago, had kept him from work since December.



Cardozo's coffin is carried from the home of New York's Judge Irving Lehman where the funeral took place. A sexton walks in front. Behind is Rabbi D. A. J. Cardozo (no kin), who officiated.



CARDOZO ON RELIEF:

During the years of 1929 to 1936 . . . the number of the unemployed mounted to unprecedented heights. . . . Disaster to the breadwinner meant disaster to the dependents. . . . It is too late today for the argument to be heard with tolerance that in a crisis so extreme the use of the moneys of the nation to relieve the unemployed and their dependents is a use for any purpose narrower than the promotion of the general welfare."



CARDOZO ON PUNISHMENT:

"I have faith that a century from now, our descendants will look back upon the penal system of today with the same surprise and horror that fill our minds when we are told that only a century ago 160 crimes were visited under English law with the punishment of death. . . . Perhaps the whole business of the retention of the death penalty will seem to the next generation . . . an anachronism too discordant to be suffered."



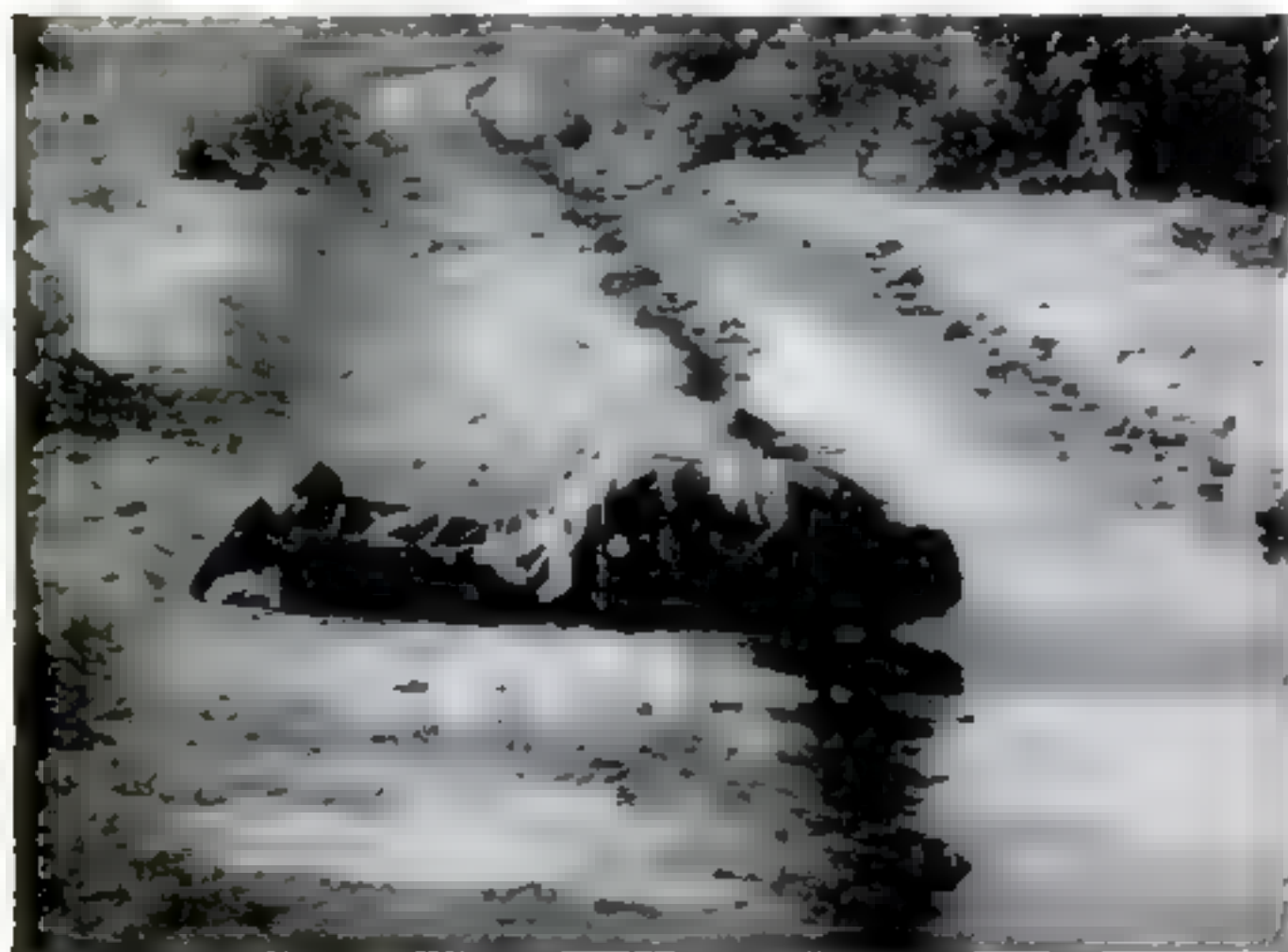
CARDOZO ON PROGRESS:

"Nor is the concept of the general welfare static. Needs that were narrow or parochial a century ago may be interwoven in our day with the well-being of the nation. What is critical or urgent changes with the times." "The time is ripe for betterment. . . . One of the flood seasons is upon us. Men are insisting, as never before, that law shall be made true to its ideal of justice. Let us gather up the driftwood and leave the water pure."

A FUGITIVE FROM MEXICAN ARMY POSES FOR LIFE'S PHOTOGRAPHER



Thousands of Mexican soldiers have been chasing Rebel General Saturnino Cedillo for two months. On June 30 LIFE's cameraman Enrique Diaz scooped the Mexican Army by finding Cedillo, taking pictures of him (*above and below*). Cedillo's hideout is in the Huasteca Potosina hills in northern Mexico, a terrain Cedillo claims to know better than anybody else. For the photographer's benefit he lay on his stomach and drank out of a drainage ditch filled by the recent rains (*below*). He is wearing the same store clothes in which he fled San Luis Potosí before Federal troops May 27. He says he feels fine, will wait for President Cárdenas' government to collapse.



THE PRESIDENT ADMIRES NATURE IN THE MOUNTAINS AND AT SEA



On July 12 President Roosevelt combined a little sightseeing with politics. Because he had taken other routes on previous tours, he charted his trip from Pueblo, Colo., to Salt Lake City via the Denver & Rio Grande tracks which snake through Colorado's rugged Royal Gorge. To Colorado's Governor Teller Ammons and Senators Alva B. Adams and Edwin C. Johnson, the President enthusiastically pointed out interesting things in the gorge's beetling cliffs (*above*). Two days later he was at the rail of the Cruiser *Houston* beside Admiral Claude C. Bloch, watching the U.S. fleet on review (*below*). July 10 he sailed off for a holiday in the Pacific.



TORNADO DESTROYS A MICHIGAN HEN ROOST, DEFEATHERS FOWL



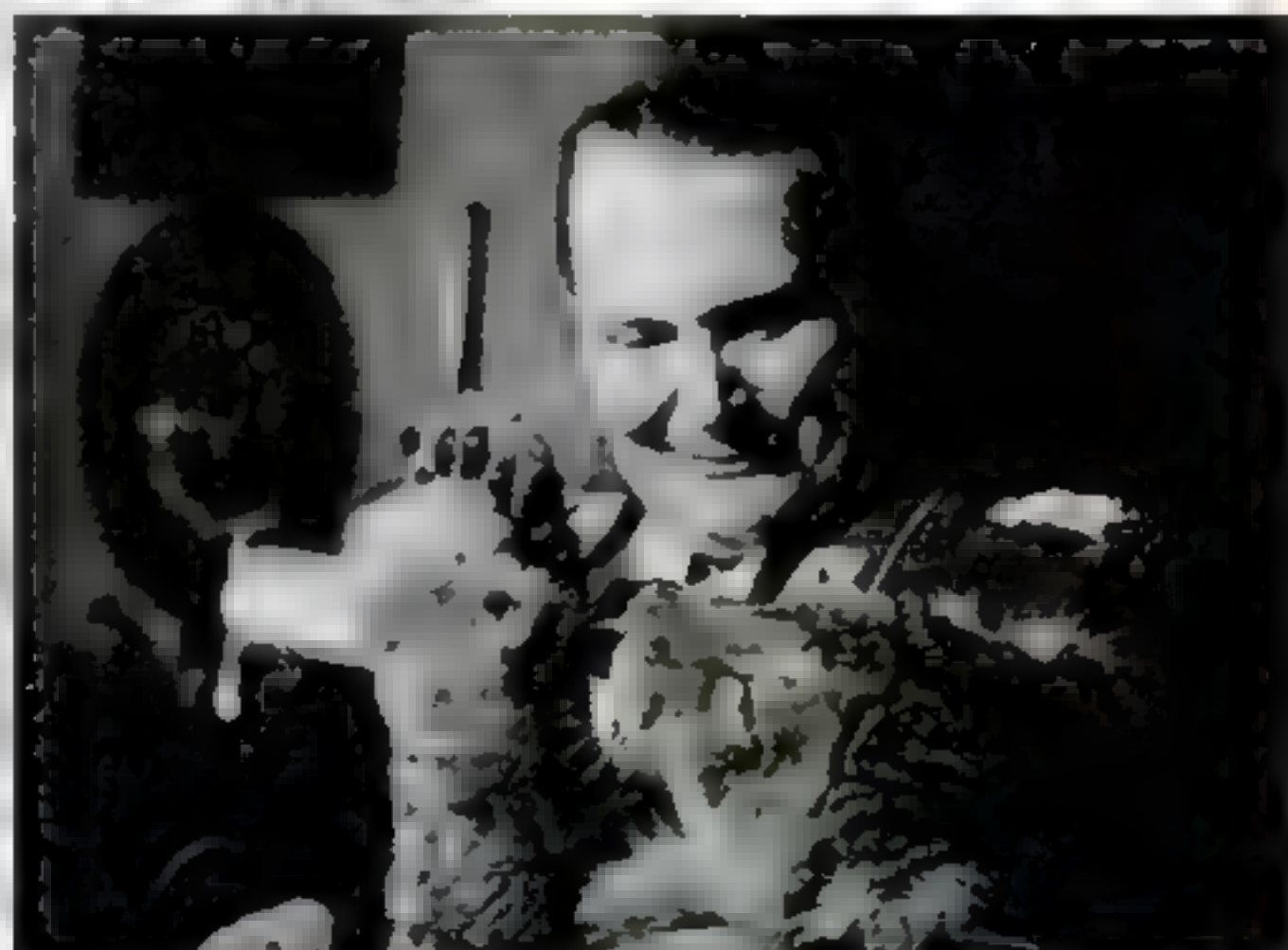
Shortly before dawn on July 11 a freak tornado rampaged along the northwestern shore of Lake Erie. Seven miles west of Trenton, Mich., it raised the roof, battered down the frame walls of the Trenton Hatchery (below). Over 30 fine pullets were stripped of their feathers and strewn lifeless about the neighboring landscape. Newshawks who visited the scene related that three or four chickens, though utterly defeathered, survived the storm and were found nakedly jittering some distance away. To support their story they obtained affidavits from the hatchery owner and the picture above which was printed next day in the *Detroit Free Press*.

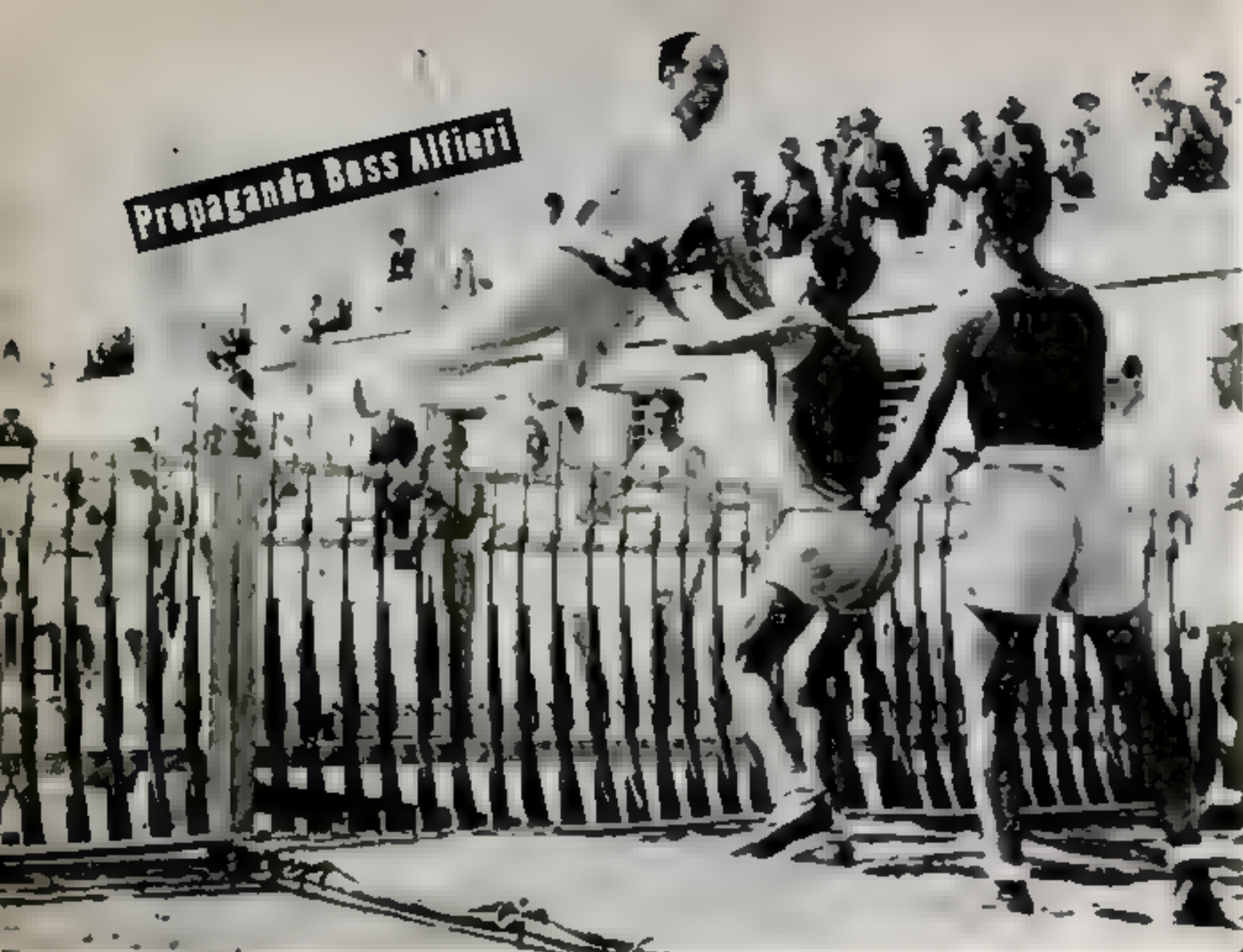


GERMANY'S NO. 2 NAZI GÖRING POSES WITH HIS FIRST CHILD



On June 2 Germany's Field Marshal Hermann Göring became a father for the first time with the birth of a baby girl to his second wife. Germany rejoiced because it had been feared that Göring's war wounds had made him incapable of fatherhood. The diplomatic corps breathed a prayer fatherhood might make Göring more normal and placable in international affairs. Göring promptly hung his daughter on the Rome-Berlin axis by naming her Edda for Mussolini's daughter. He called in photographers and posed beaming widely on hale little Edda (above). In the past Göring has posed beaming similarly on Caesar, his nursing lion cub (below).





Over the perilous bayonets, Italy's Minister of Popular Culture Dino Alfieri skims dangerously low July 1. He is 52, a War veteran. Two of those who followed him spilt themselves on the bayonets.



Through the fire hoop, gasoline soaked, Milan's No. 1 Fascist Boss Rino Parenti, 38, bounds for Mussolini, seen in rear view. Below, Fascist Party Vice-Secretary Gardini goes over a horse.



MUSSOLINI TORTURES HIS LEADERS AND PROMISES THE PEOPLE BREAD

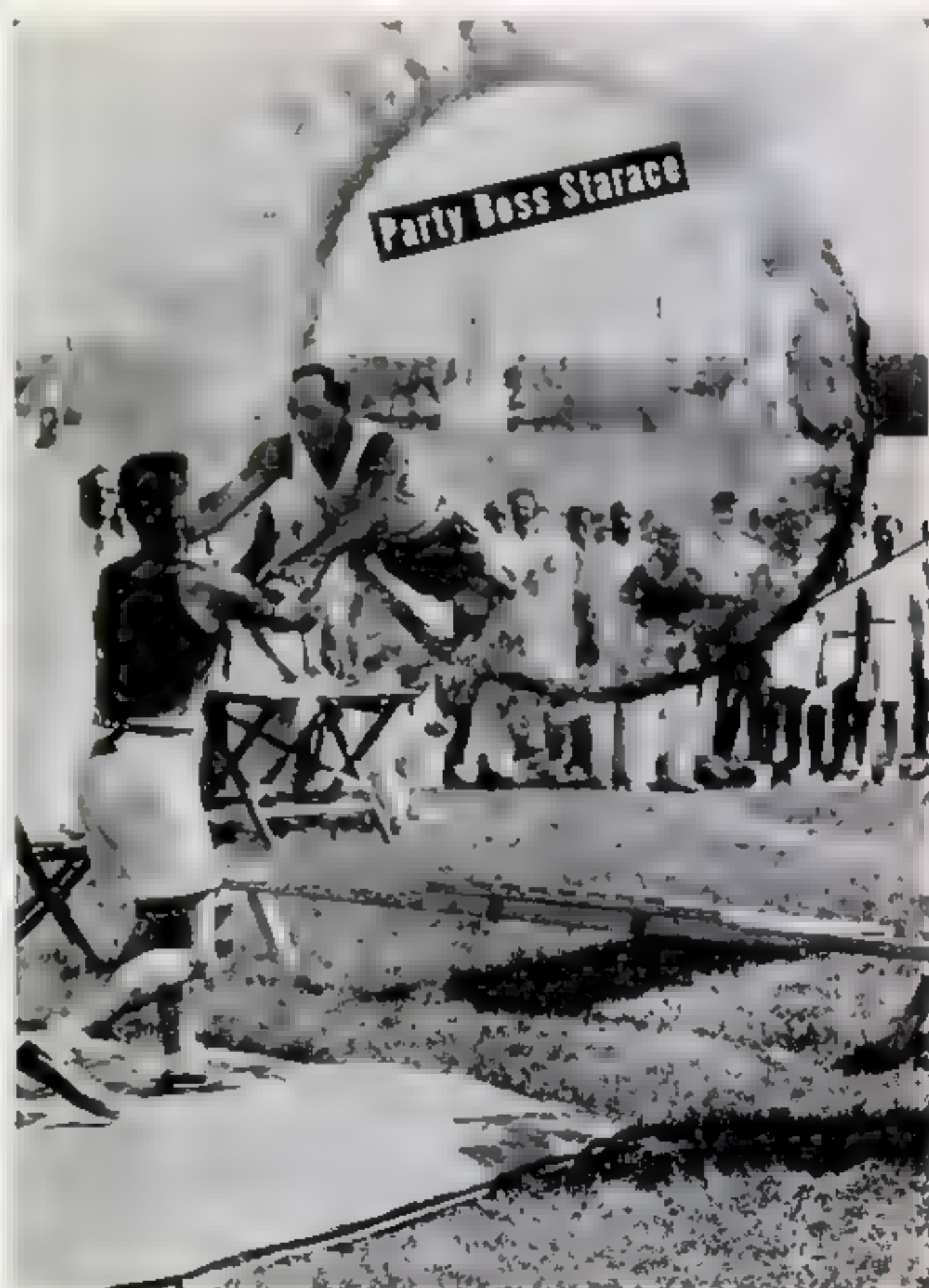
Italy is the one country in the world where the middle-aged men who run it are obliged to prove their virility by acting like 18 year olds. Nothing pleases Benito Mussolini more than showing up his yes-men. On June 22 he ended an ominous three-week thinking spell in his Rock of Cambrate castle overlooking the Adriatic. After his vacations on the Rock, Fascists are always prepared to expect the worst.

This time Mussolini came back convinced that his Fascists were turning soft. On June 22, at the head of a battalion of fit young Bersaglieri, he broke into a trot, kept it up for a mile. The *Popolo d'Italia* grimly warned fat Fascists that "their hearts, minds, nerves and muscles are all Fascist, but their bellies, No!"

On July 1, after fair warning, he gave his leading Fascists a test for big bellies. Under Il Duce's stern eye, they launched themselves from springboards over bayonets and horses, through flaming rings, over tanks and armored cars in Rome's Forum Mussolini. Two fell on the bayonets. One got buried in the ring. One smashed his chest on a tank. But out of 90, 58 were rated passing. Fascists could boast that no democracy's statesmen could act so young. In fact, no democracy's leader would dare ask his subordinates to put on the absurd performance shown on this page.

Three days later Mussolini, who will be 55 July 29, showed that he was willing to work himself. In one day he threshed wheat in four towns for an hour in each place. Then he dried off with a towel, put on shirt, coat and cap and danced with a pretty peasant girl.

What Mussolini is mad about now is a substandard wheat harvest. He accuses the democrats of chortling over Italians' "despair and hunger." The row "gray bread" of Italy is advertised as similar to the bread of the ancient Romans. White bread "of the democrats, of the snobs, of the fashionables," is advertised as producing tooth decay, rickets, sterility, insomnia, cardiac disease, cancer and insanity.



Leader was athletic Achille Starace, 49, Secretary General of the Fascist Party. He won the Cabinet Ministers' swimming race last year at Sicily (LIFE, Sept. 13).



Mussolini strips to the waist in a bid to tell War-veteran farmers that the "dregs" of the "so-called great Emaphitecenes" were producing a bad harvest and famine for Italy. He swore that the small harvest was of wonderful quality. Later he got down to help thresh it for an hour. At three other towns the same day he threshed three more hours.

Mussolini dances (in square) after his speech and exercise, with a sweet-faced April-maiden. Dancing too (in triangle) is by far the least-known and most potent Fascist big-wig, the Supreme Chief of Police, cynical-shy, little old Arturo Bocchini. "The man with a million eyes and a million ears," he takes care of Mussolini, plots and public opinion.



91 YEARS TO MORMONS' ARRIVAL IN UTAH

When Joseph Smith, who founded the Church of Jesus Christ of Latter-day Saints, was killed in 1844 Mormon leadership was assumed by Brigham Young. In 1846 Young, a great organizer, started the westward migration of his 5,000 followers from Illinois where their doctrine of plural marriages had outraged the local citizenry at Nauvoo. On July 24, 1847, Young with an advance guard reached Great Salt Lake where he founded Salt Lake City, center of 500,000 U. S. Mormons today.

Brigham Young had 27 wives, 20 of whom are shown below. He married his first, Miriam Works, in 1824 when he was 23. He married his last, Ann Eliza Webb, in 1868. She gave him lots of trouble. On Jan. 21, 1846, Young married four wives in one day — two before lunch, two after. His favorite wife for years was Emmeline Free. He had 56 children by 16 of his wives.



Brigham Young



EMMELINE FREE



NAAMAH K. J. CARTER



MARY ABET PIERCE



MARY VAN COTT



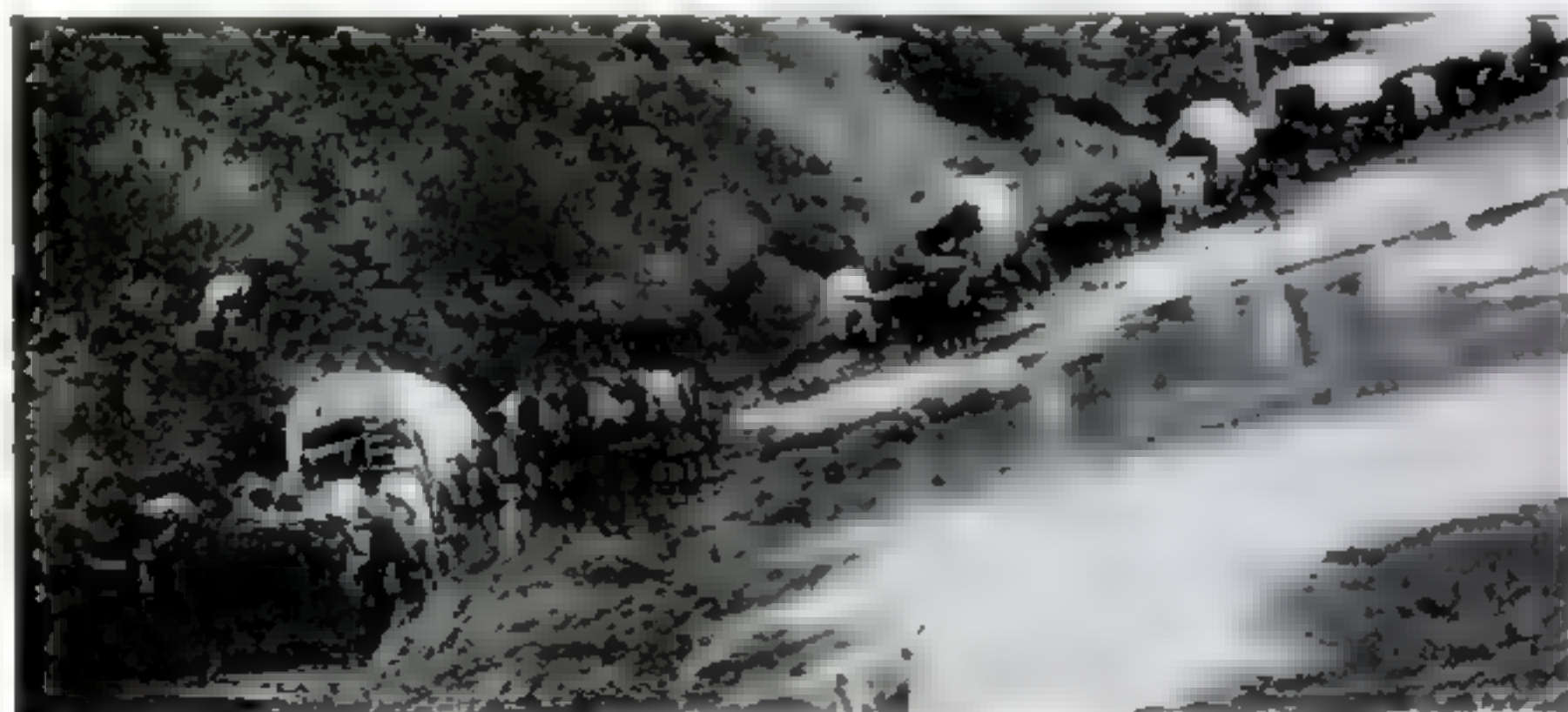
HARRIET E. C. CAMPBELL



MARY ANN ANSELL



ABIGAIL ADAMS



This Mormon emigrant train is going through Colorado to Utah. Brigham Young's hand in 1847 was fol-

lowed by thousands of other Mormons. Through their efforts the Territory of Utah was organized in 1850.



MIRIAM WORKS



LUCY ANN DECKER



SUSAN EMERY



MARTHA NEWKER



The Great Mormon tabernacle at Salt Lake, here shown under construction, was begun in 1863 and

completed in 1867. Wooden pegs and strips of cowhide replaced nails, of which the Mormons had none.



EMILY DOW PARTIDGE



CLARA DECKER



LUCY B. ELWOOD



HARRIET AMELIA FOLSOM



CLARA CHASE ROSS



ZINA DIANTHA HUNTINGTON



ELIZA ROXEY SNOW



HARRIET BARNEY



ANN ELIZA WEBB

Pause...at the red cooler



Subscription

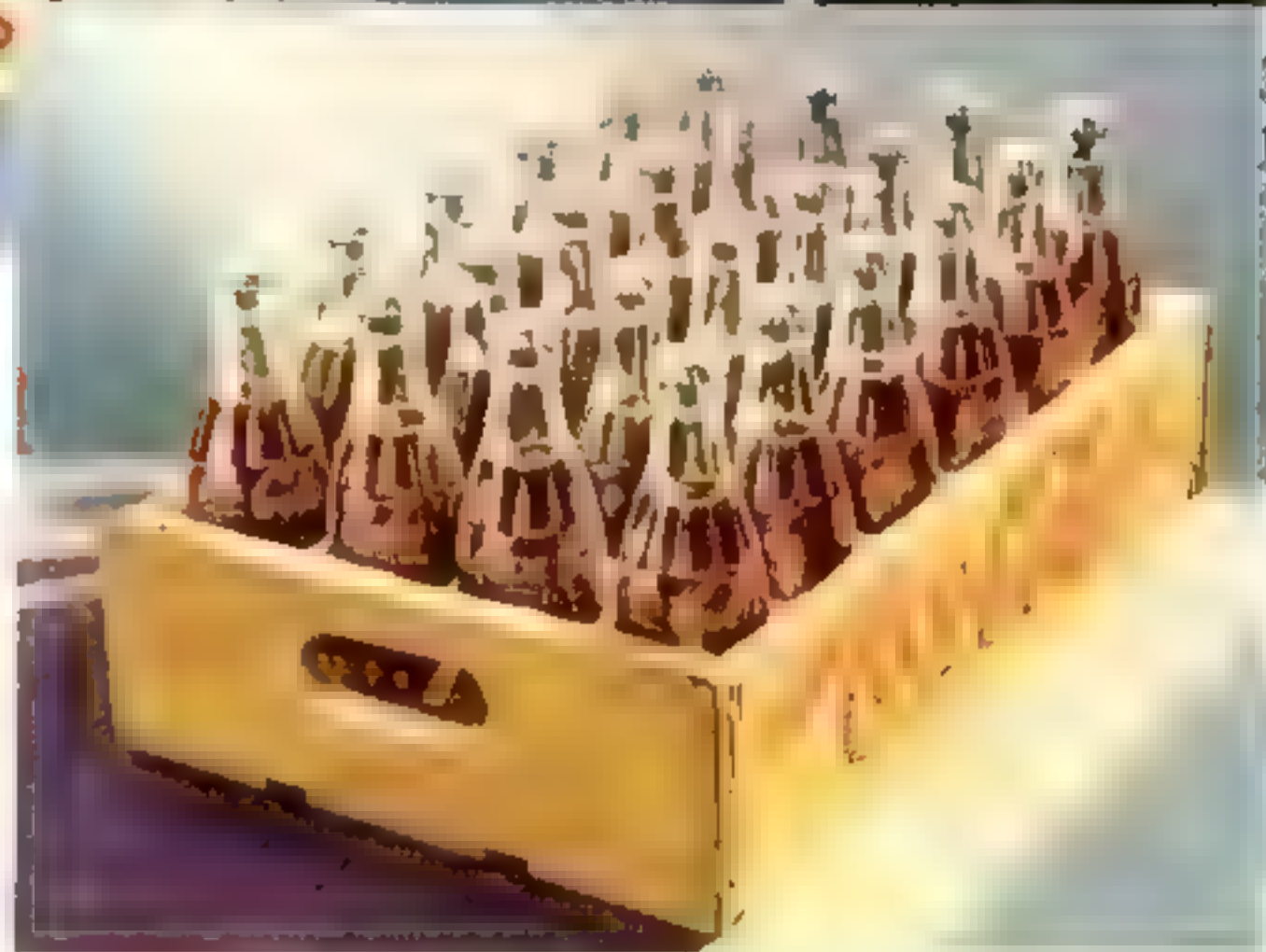
LIFE

Order Form

Drink Coca-Cola

Drink Coca-Cola

Everybody welcomes a time and a place to pause. Thirst tells you *when*. The familiar red sign which says "Drink Coca-Cola" tells you *where*...to enjoy the pause that refreshes.



FOR YOUR HOME...GET A 24-BOTTLE CASE
OR A HANDY SIX-BOTTLE CARTON

Pre-view... for a September Wedding



Irene Hayes sets the wedding breakfast tables—foursomes for everyone but the bridal party. This New York smart world florist poses a centerpiece of delphinium and ru-brum lilies, to match the bride's bouquet, on delphinium blue mats of eyelet embroidery. Then decides on blossom pink pottery plates and Baccarat Crystal stemware. And for silver—the bride's mother's pride and joy since *her* wedding day—1847 Rogers Bros. "Today, as then," comments Miss Hayes, "a set of 1847 Rogers Bros. silverplate is the perfect gift to the bride."

Leonora Ormsby of Saks Fifth Avenue creates the wedding dress—a frock with 'shock' for look (closely—it's a print). White tulle so delicately printed it's as though you'd hand-painted it in whispers of pink and bud green! (See close-up at right.)

Wearing a pink tulle halo and carrying an Irene Hayes bouquet of ru-brum lilies and delphinium, the bride will be accompanied by bridesmaids in pink tulle frocks and bonnets.

Smart? Very! But there's every other of your wedding can be smart. Ask your 1847 Rogers Bros. dealer about the exciting new trends in wedding invitations and announcements. About the newest ideas as to the bride's gift to her bridesmaids. And be sure to try him your choice of all the lovely 1847 Rogers Bros. patterns, so he can pass the hint well in time—to your friends. Then every gleaming piece will match. Better see him at once.

1847 ROGERS BROS.
"AMERICA'S FINEST SILVERPLATE"



1847 Rogers Bros. designs the bride's silver—a proud set bearing the important year-mark 1847 on every piece. Perhaps it's in "Marquise" pattern, rich and regal. Or "First Love"—the newest 1847 Rogers Bros. beauty, whose high-raised motif and deep-etched detail seem to have been wrought in solid silver. Or "Lovelace"—another like-sterling beauty. In any of the eight beautiful 1847 Rogers Bros. patterns, a service for 6 costs but \$82.50. And easy terms of payment make it possible to have all the pieces one needs for gracious entertaining.



THE ECSTASY GIRL WINS CHEERS FROM HOLLYWOOD

Hedy Lamarr, once known as Hedy Kiesler, is famed through Europe and America as the "Ecstasy Girl." Five years ago when she was 18, she played the leading role in the sensational Czechoslovak film, *Extase*. One scene showed her nude and another in a passionate embrace. Both the film and the star were universally acclaimed by critics, universally cut or banned by censors. Hedy's former husband, Fritz Mandl, boss of the Austrian munitions trust, spent large sums of money trying to suppress the picture.

When Hedy Kiesler went to Hollywood last autumn the Hays Office made her change her name to Hedy Lamarr and kept an eagle eye on all she did. At the studio visitors stopped to stare at the Ecstasy Girl—"like" she says, "I am something in a zoo." But her picture, *Algiers*, finally got made and is now released. Hedy is a hit.

Extase, naturally, focused attention on her bodily charms. With these under Hays Office taboo, *Algiers* has to be content with her face. It is no hardship. On her first entrance the camera holds it for several minutes, recording an unforgettable impression of one of the most striking beauties ever to leave Europe for Hollywood. As an actress Hedy is not so impressive as she was in *Extase* but she handles her part well enough. As star material she looks sure-fire.

© 1936 AUTHENTICATED NEWS



Fritz Mandl, rich Austrian munitions tycoon, was divorced by Hedy last year.



Hedy looked unglamorous off-screen when she arrived in New York last fall.



The famous figure which appeared nude in *Extase* is still extremely photogenic in a bathing suit. In the movie Hedy is not allowed to undress at all.

CONTINUED ON NEXT PAGE

(continued)

HEDY LAMARR IN HOLLYWOOD

She makes her first U. S. film



Hedy's director, John Cromwell, gives orders. At right is James Wong Howe, Hollywood's top Chinese cameraman.



She learned the Big Apple in America and is practicing a step on the set. The long skirts interfere considerably.

MOVIE OF THE WEEK:

Algiers



1 The Casbah, native quarter of Algiers, is the refuge of an international jewel thief known

as Pepe Le Moko. The local police prefect explains that in the Casbah Pepe cannot be taken.



2 The prefect's superior goes after Pepe in the Casbah. Here his men collar an informant (Gene Lockhart) who, pretending terror, tells them where Pepe is. But Pepe easily escapes.



3 Into the Casbah comes Gaby (Hedy Lamarr), a French tourist. She meets Pepe (Charles Boyer), who takes her sightseeing through the narrow, crooked alleys, with steps every ten feet.

Hedy Lamarr's first American movie is a remake by Walter Wanger of a French film called *Pépé Le Moko*. Though she will cause the most talk Hedy is only a featured player. The star is Charles Boyer and the story is a psychological study of the criminal character which he portrays.

Algiers spends most of its time building up a mood, the sultry, hypnotic, suppressed-passion mood of all North African movies. It brings out some fine characterizations, notably those of Boyer as a thief and Gene Lockhart as an informer. But the attention to mood makes it slow.



4 Pepe and Gaby fall in love. She wants him to leave the Casbah. Pepe explains that as long as he remains in the Casbah he is safe but that once he ventures out he will be killed.



5 To lure Pepe out of the Casbah, the police tell Gaby that he is dead. She believes them and prepares to sail for France. Pepe learns of the plot from another informer (above).



6 Pepe runs out of the Casbah onto Gaby's ship. He is instantly arrested.



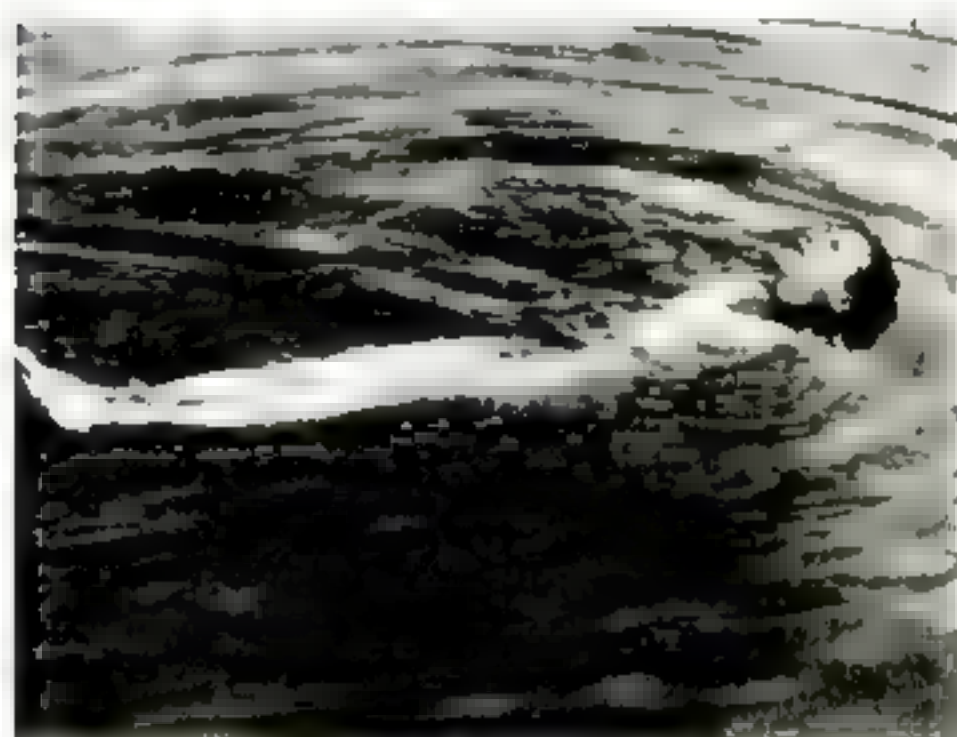
7 As the ship pulls out Pepe runs after it. The police shoot him dead. Gaby never sees what happens.

"EXTASE" MADE HER FAMOUS

But these scenes were banned



NUDE SCENES IN THE WOODS SHOCKED THE CENSORS



SO DID THIS ONE OF HEDY SWIMMING NAKED



CLOSE-UPS WHICH FOLLOWED THIS SHOCKED THEM MOST

In *Extase*, the film which made her famous, Hedy Lamarr is a young and emotional wife, married to a cold, loveless husband. While swimming nude one day she loses her clothes and is seen by a young man. She goes to his cabin, allows herself to be seduced. *Extase* shocked censors partly because of the nude scenes, more because of close-ups of Hedy's face while in the throes of love.

Shortly after *Extase* appeared, Hedy married Fritz Mandl, a middle-aged tycoon and, at least in public, a gentleman not unlike her stolid husband of the film. Herr Mandl, highly embarrassed by the whole *Extase* affair, kept buying up prints of the film but as fast as he had them destroyed new ones appeared. Hedy now has a French civil divorce from Mandl, is seeking an annulment from the Vatican

AND NOW MR. HUGHES, LET'S REALLY GO AROUND THE WORLD



Ferdinand Magellan in 1519 conducted the first world cruise. His expedition took 1,083 days.

© CROWN LEVINE



U. S. NAVY CIRCLED WORLD 1907-09



John Henry Mears went around the world in 1913 in 25 days, using Trans-Siberian Railway.



Nellie Bly in 1890 established a record when she went from New York to New York in 72 days.

For four centuries mankind has busied itself in going around the world. The first one to do this was Magellan. Actually he got only as far as the Philippines where he was killed by natives. But part of his expedition, sick from a diet that included sawdust and rats, got back to Seville in just under three years. Most recent to go around the world was Howard Hughes who did it in less than four days by air. Neither Magellan, who went the long way near the equator, nor Hughes, who went the short way near the North Pole, saw much of the world. Between these two a number have made the trip for a number of reasons.

Some have done it as speed stunts for newspapers, like Nellie Bly of Pulitzer's *World*, first world-record traveler to use the Suez Canal, and John Henry Mears of the *New York Sun* who first made use of air travel on such a trip. Greatest mass expedition around the world was that of the U. S. Navy which "T. R." dispatched in 1907. The "Great White Fleet" took 14 months to impress the world with America's might.

But for ordinary folk with ample time and money no method of world travel is pleasanter than a cruise like that of the *Reliance*, depicted on following pages.



Wiley Post made the first and only solo flight around the world in 1931 in 7 days and 19 hours.



HOWARD HUGHES FLIES OVER NEW YORK'S EAST RIVER IN PLANE THAT TOOK HIM AROUND WORLD IN FOUR DAYS



The Reliance, here shown anchored off Bali, left New York on Jan. 9 for a 134-day world cruise which included stops at 51 different ports. This 20,000-ton, 623-ft. Hamming-Anchor liner was especially constructed for service in tropical waters.



Algiers, an early stop on the *Reliance* cruise itinerary, was for 300 years prior to 1830 chief base of the Barbary pirates. That year it capitulated to the French Army in a single day. Natives number only about 75,000 of its 200,000 cosmopolitan population.



Monte Carlo was next visited by passengers of the *Reliance* which anchored at Villefrance, ten miles from this yacht-studded harbor of the Mediterranean. The famed gaming Casino just beyond promontory is rented for \$500,000 a year from Monaco.



Cannes, 25 miles south of Monte Carlo on the French Riviera, is a swank winter resort whose beach is annually crisscrossed with pleasure lovers from a dozen countries. Here Walter Winchell sought refuge at a friend's villa when Edward Remondino was there.



Venice has two No. 1 tourist attractions—St. Mark's Cathedral and the Palace of the Doges shown here. Begun in 1309, this structure on the Grand Canal is now open to the public. The granite edifice at left center supports the Winged Lion of St. Mark.



Bombay, reached after stops in Greece, Turkey, Palestine and passage through the Suez Canal, found these high-caste Indians willing to pose for a few "off-ice" snapshots. The Indians held out for two shillings on the ground that they supported 200 people each.



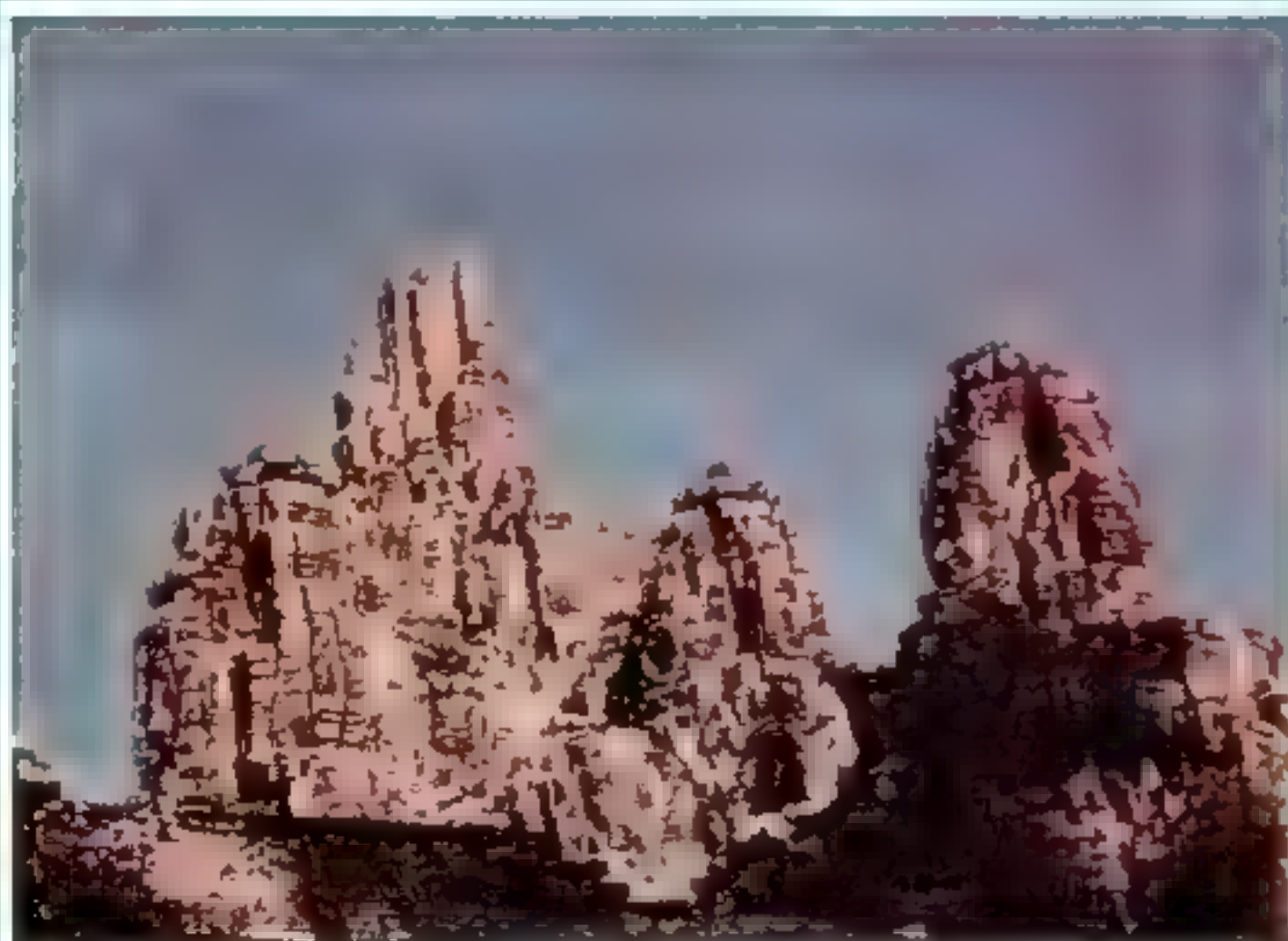
Darjeeling, famed for its superb tea, is in the northern border of India near Tibet. From Tiger Hill, *Ranger* tourists got this magnificent 30-mile view of snow-placed Kanchenjunga in the Himalayas, the third highest mountain—28,140 ft.—in the world.



Bombay, where *Ranger* returned for nine days, is the Moslem city of 1,000,000 population and many mosques like this one. No stairs and each off-street floor. An island city, Bombay's great airport is on a new set of islands and islets.



Ceylon, vivid in tourists' memory because of its tea, is the island that has been a British colony since 1798. It is perhaps the island closest to the east coast of India. It is a great Buddhist center. Its 2,000,000 coconut trees. Its chief port is Colombo.



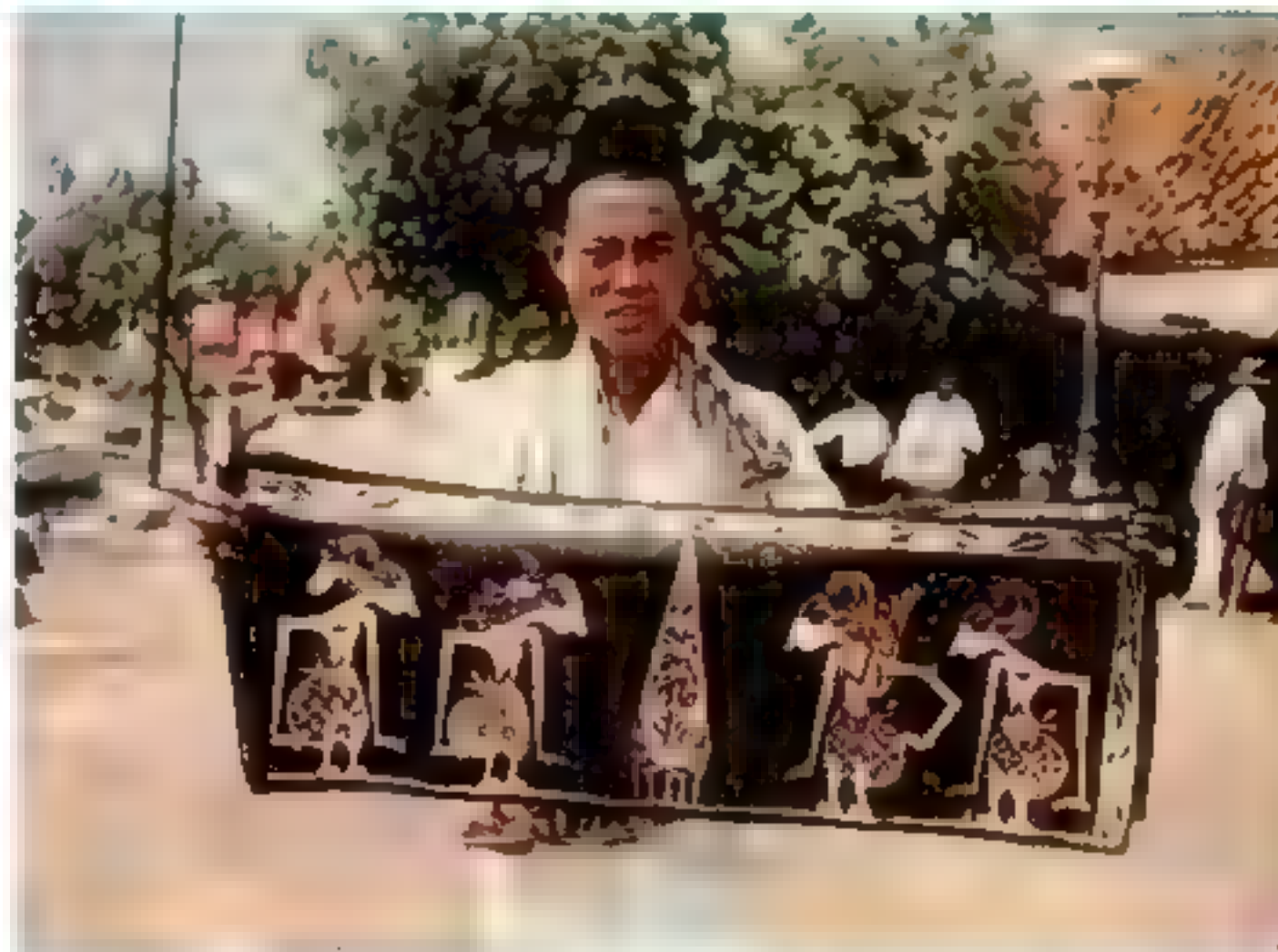
Angkor in French Indo-China reached its tourists who left their boat at Penang off the Malay Peninsula, contains ruins of the city of Angkor Thom built in the jungle nearly 1,000 years ago. Towers in the Bayon Temple were cut to resemble human faces.



Angkor has a Hindu temple more classic and better preserved than the one at the left in Angkor-Wat, about a mile away. Before it a Cambodian, wearing garb in full regalia, executes a temple dance for the benefit of tourists who paid her \$2 for this.



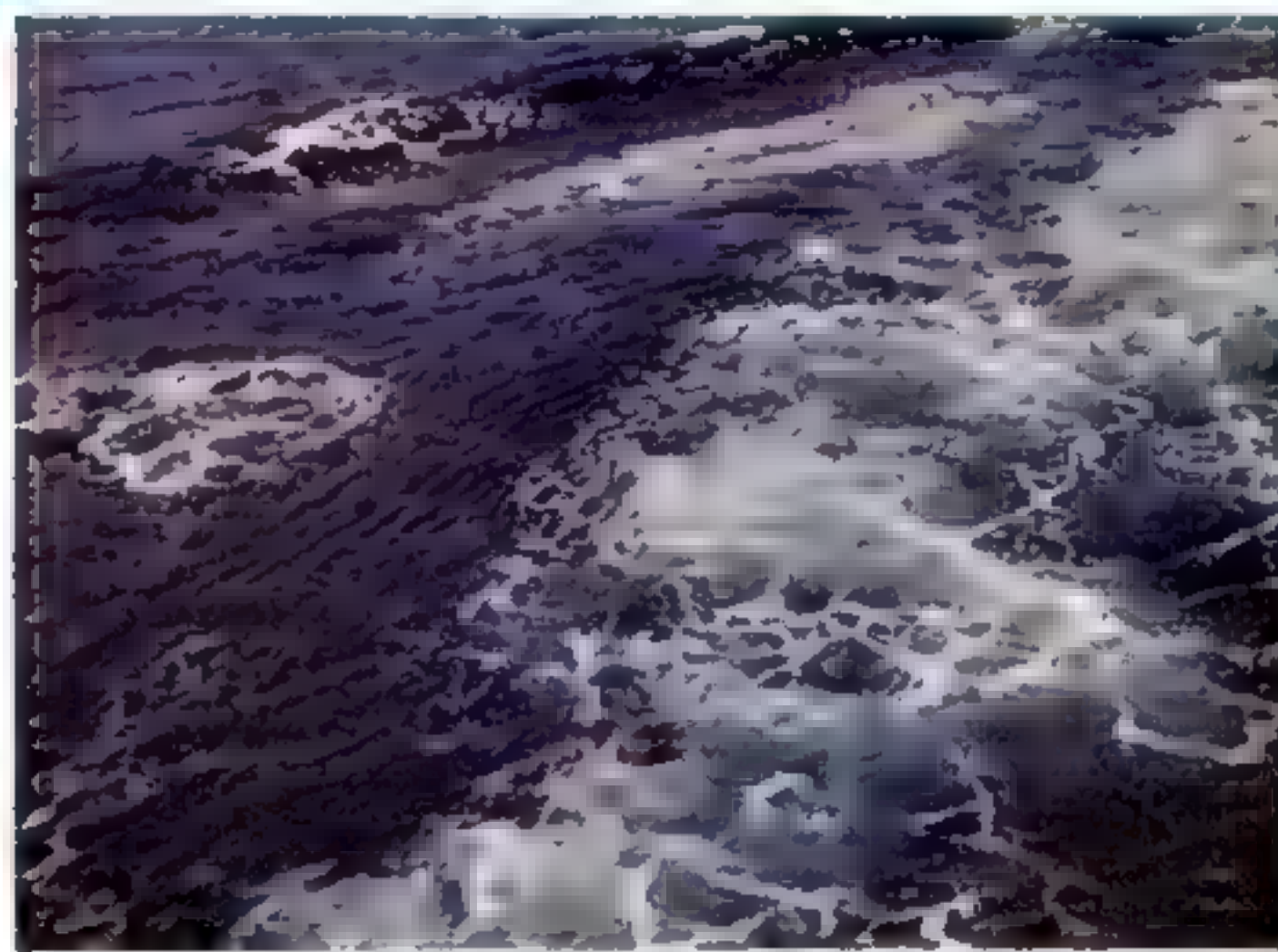
Batavia, capital of the Dutch East Indies in Java, has introduced such commonly Dutch features as sidewalks into the tropics. Here native women in the swarthy, smelly "downtown" use a comb for their hair. The more modern quarters on other ground



Java gave world-wide fame to batik. He takes like this for \$1. The dyed crepe-like are made by all native technique. The figures are well known by all natives as art. The scholar wears a green and red striped. Modern ever gives bathed



Bali, east of Java, has market days in every village when out-of-town farmers bring in coconuts, fruits and other. It is said was conquered by the Dutch 30 years ago. Has been made famous by the U.S. by painters like Cowart and. LIFE, Sept. 27.



The Arafura Sea on the way to New Guinea looks like this to tourists whose ship took them through the Atlantic, Pacific and Indian Oceans, the Mediterranean, Red Sea, the Bay of Bengal, Straits of Malacca, Gulf of Siam, and the Suez and Panama Canals.



Papua, the southeastern section of the island of New Guinea, is so-called from the Malay word meaning "woolly-haired." Native beauties like these have their breasts tattooed as a matter of course but Papuan men are tattooed only after killing someone.



Papua is cluttered up with fishing shacks, thatched with sago palm leaves. Fish, sweet potatoes and wild pig are favorite native foods. Men and women do not eat together. Taken over by Britain in 1884, Papua now has its own British government.



Fiji Islands, visited by the cruise after Australia and New Zealand, number about 255 of which 80 are inhabited. The group of Savus, the colony capital, stands before a traveler's palm at the base of whose leaves water collects. Fijians are renowned cannibals.



Samoa, whose 14 islets belong to Great Britain and the U. S., was where Robert Louis Stevenson spent the last four years of his life, dying there in 1894. Samoans acknowledged him as their chief. Here a native music school sings a recitation for him.



Samoaans, who are the most perfect type of Polynesians, were originally polytheistic idol-worshippers, but a missionary has converted most of them into Protestants, Catholics or Methodists. Notice the Western influence in the clothes of these native children.



Hawaii, on the long stretch, produced the hula hula dance on the lawn of the Royal Hawaiian Hotel at Honolulu. Ukuleles, guitars, and other forms of musical accompaniment. Tourist business ranks next to sugar and pineapples as an Hawaiian industry.



Waikiki Beach at Honolulu affords a fine view of Diamond Head. At left is the Moana Hotel. An island chain near the center of the North Pacific, Hawaii has a population of more than 350,000, was the first country to establish a navy for oceanic purposes.



Sunset over the Pacific looked like this from the deck of the *Itasca* during the 186-day world cruise ending May 21. A few native sailors, some Latins and Chinese of far away shores are all that most world tourists have a near or welcome

TWO GREAT TENNIS HELENS MEET AGAIN AT WIMBLEDON



The place was Wimbledon and the date July 2, 1938. But the occasion had the appearance of history, of something which had happened before. London papers were featuring the battle of the two American Helens (see inset). Seat seekers had lined up all the night before. The crowd, tense with well-behaved excitement, filled the stands. Queen Mary,

a landmark in white dress and fluffy hat, dominated the royal box. And on the hard turf of the center court, Helen Wills Moody faced Helen Jacobs. They were playing for the most prized women's tennis title in the world, the All England Championship which British papers call, simply, "The Championship." All this they had done before in just this place with just these trappings—in 1920, 1932 and 1935.

In none of their Wimbledon meetings had Jacobs beaten Moody. Only once in their 5-year feud had Jacobs vanquished her California rival—in 1933 when Moody defaulted at Forest Hills. Between cool, unapproachable Helen Moody and pleasant, friendly Helen Jacobs there was no good sporting feeling, only remote and bitter coyness. Mrs. Moody, who had retired from big-time tennis in 1935, was trying a comeback. Miss Jacobs was suffering from a bad shoulder, was not even seeded.

The first set was close. Slow-footed Moody matched her hard drives against Jacobs' chops and quick volleys. At 4-all Jacobs' right ankle, strained by her shoulder injury, gave way. She lost 6-4. Though she could scarcely move about, she stuck it out. She made only three points' loss the match. For her, it was tragic. But for Mrs. Moody it was historic. By her victory Helen Wills Moody became the first woman to win at Wimbledon eight times. She had won the first time in 1927.

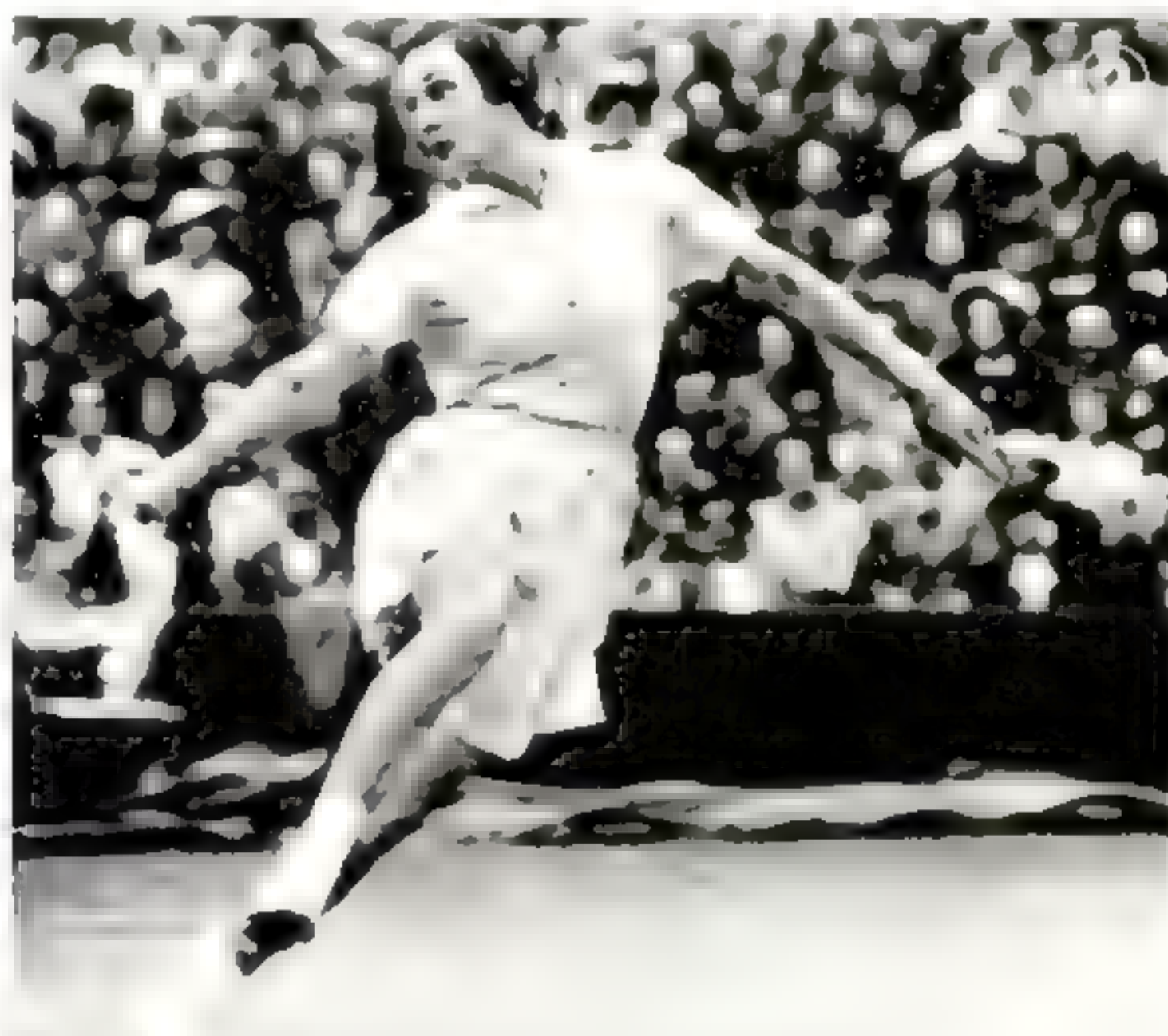


Helen Jacobs was surrealized in London by Angus McBean, up-and-coming surrealist photographer (LIFE,

May 16). The picture appeared in *The Sketch*, for which literate, intelligent Miss Jacobs writes tennis articles.



The two Helens came out on court together, Moody wearing her inevitable eyeshade and expressionless face. Jacobs had her right ankle bandaged. They exchanged no words.



In the first set. At 4-all, Helen Jacobs rushed up court for a volley. Turning sharply to get a hard Moody drive (as she is shown doing above), she twisted her weak right ankle.

CONTINUED ON NEXT PAGE

THE BATTLE OF THE HELENS



Suffering badly, Jacobs refused to heed Mrs. Wightman, Wightman team captain, who pleaded that she ask for time.



"Too bad, Helen," was all Moody said at the end as Jacobs, with a look of pleading friendship, congratulated her.



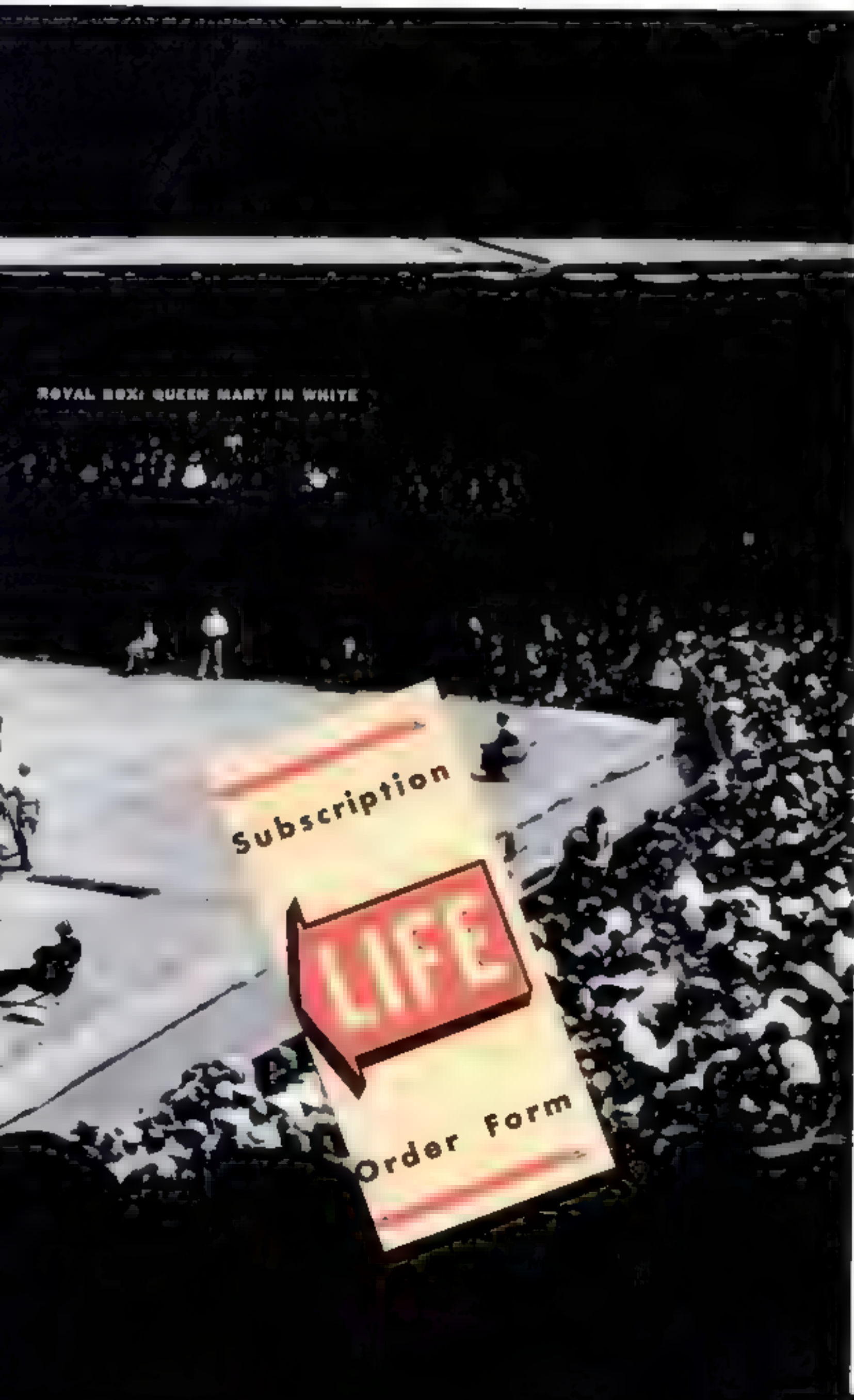
The defeated Helen sat on her racket in pain and dejection while the victorious Helen gave a television interview.

WORLD'S MOST FAMOUS TENNIS SPOT:
THE CENTER COURT AT WIMBLEDON





Off the court they walked, still not talking to each other. Jacobs limped in tears to her dressing room. Mrs. Moody remarked, "It's too bad but it couldn't be helped, could it?"



The rising generation in tennis: female

By tennis standards, the Wimbledon finalists were fairly old women. Moody is 31; Jacobs, 29. For a dozen years they have been on top of the tennis heap. There are still no young players able to vanquish them. But soon the years will weigh too heavily for these champions. Americans who worry about the tennis future have been watching newcomers below, expecting to find among them the coming defenders of U. S. tennis supremacy.



Dorothy Bundy, 21, Santa Monica, No. 8 U.S. player, copies the blazing game of her famed mother, May Sutton.



Patricia Canning, 16, of San Francisco, now Oregon women's champion, volleys hard, plays a fast masculine game.



Bonnie Miller Blank, 25, of Los Angeles, is a consistent player, three-time winner of California championship.



Barbara Winslow, 19, of Hollywood, has been called California's best prospect. She has sound ground strokes.



Jane Stanton, 20, of Los Angeles, prettiest of the new crop, has good all-round game but a bad temper.



Hope Knowles, 18, of Philadelphia, is called the East's best prospect, has a hard-driving forehand and backhand.

The rising generation in tennis: male

Though age may soon deprive America of its two best women players, money will probably soon deprive it of its best male player. By winning the Wimbledon title without loss of a set, tousle-headed Donald Budge established himself so far above the rest of the world's male players that there is only one thing left for him to do—i.e. turn

professional. The U. S. Lawn Tennis Association, aware of the lure of gold, works hard to build up young players. Last year, it sanctioned 150 junior tournaments, held 34 interscholastic meets, established 50 training squads. From the findings, tennis experts consider the eight young men below prime material for future Davis Cup teams.



"Mother—this picture makes me awfully thirsty for a big glass of DOLE Pineapple Juice."



"My—this tastes good! Let's pretend we're in Hawaii."

Hawaiian Pineapple Co., Ltd., also packers of Dole Pineapple "Gems," Sliced, Crushed, Tidbits, and the new "Royal Spears," Honolulu, Hawaii, U. S. A.—Sales Offices: San Francisco, California



Robert L. Riggs, 20, son of a blind Los Angeles preacher, is No. 2 U. S. player. He weighs only 135 lb. but hits hard.



Joseph R. Huot, 19, Los Angeles, husky U. S. C. student, won the Junior Championship last year, was ranked No. 5.



Frank Kovacs, 18, the newest California wonder, is 6 ft. 3 in. tall. Last winter, his whacking drives beat Bitay Grant.



Harold Surface Jr., 24, of Kansas City, is a polished player, ranked No. 7 nationally. He played his best tennis last year, gave the great von Cramm a tough battle at Forest Hills.



Donald McNeill, 20, Oklahoma City and Kenyon College, won the National Indoor title last winter, was ranked No. 9 last year. A fiery player, he is most dangerous when behind.



Moray Lewis, 20, Texarkana, Ark., another Kenyon boy, was unseeded in this year's intercollegiate, reached the finals.



Frank Guernsey, 21, Orlando, Fla., small Rice University sophomore, won this year's intercollegiate by shrewd play.



Julius Heldman, 19, Hollywood, 1936 Junior Champion, is a brilliant, erratic left-hander, Phi Beta Kappa at U.C.L.A.

A.M. CASSANDRE 76



PURE, NATURAL UNSWEETENED JUICE FROM SUN-RIPENED PINEAPPLES.
FLAVOR AND
ZEST THAT
ARE TRULY
HAWAIIAN

DOLE
PINEAPPLE JUICE



GEORGE M. COHAN MODELS PRESIDENT ROOSEVELT'S SUSPENDERS

If, on sultry days when coats and vests are shed, the President of the United States is caught wearing a pair of bright red, white and blue suspenders, the responsibility must go to Secretary of War Harry Woodring. On a hot day last spring, according to Washington correspondents, the eagle eye of Franklin Roosevelt spied the magnificent galluses Secretary Woodring was wearing. So great was the Presidential admiration that Mr. Woodring offered to get a similar pair for the President from Elizabeth Hawes, the fashion designer.

Likewise to Elizabeth Hawes went LIFE for a pair of these patriotic braces. To model the President's suspenders, LIFE went to George M. Cohan, who plays

the part of President Roosevelt in *I'd Rather Be Right*. At first Mr. Cohan balked. Finally, he agreed to pose for the picture above, on one condition—that it be clearly stated that he hates suspenders and never wears them.

Miss Hawes, author of *Fashion Is Spinach*, first showed these red, white and blue suspenders last Christmas among her gifts suitable for men. Secretary Woodring received a pair for Christmas. Until President Roosevelt began wearing them, orders were slight. Now the Hawes shop is swamped with orders, and they're worrying what to do when the supply of old-fashioned silk ribbon from which they're made runs out. Cost of the President's suspenders \$12.50.



TRUSS-WEB, CROSS-BACK—1850



ELASTIC WEB, Y-BACK—1890



ROOSEVELT I USED THIS TYPE



INCH-WIDE, ALL ELASTIC—1910



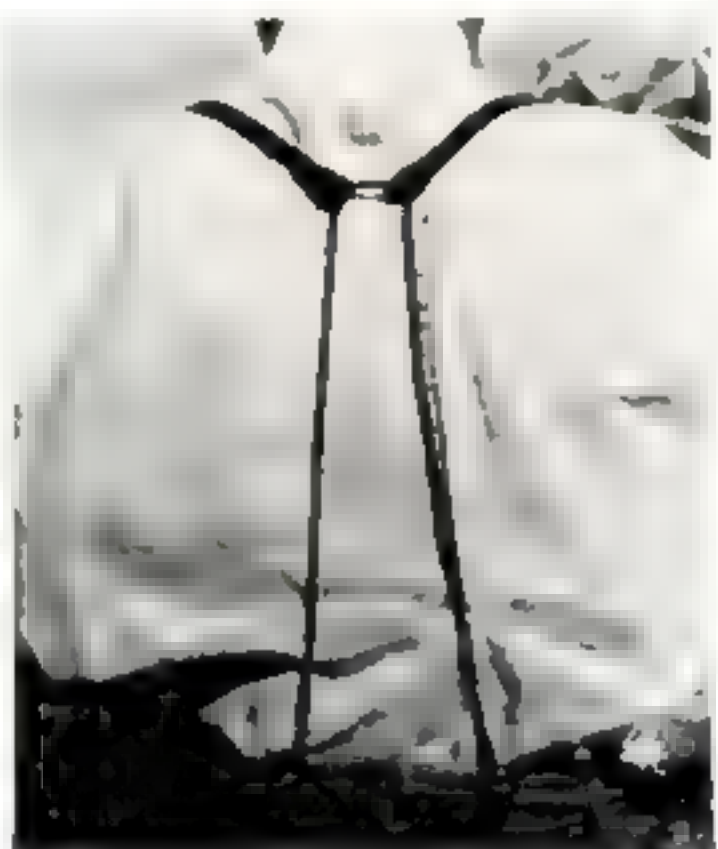
WHITE CLASSIC FROM FRANCE



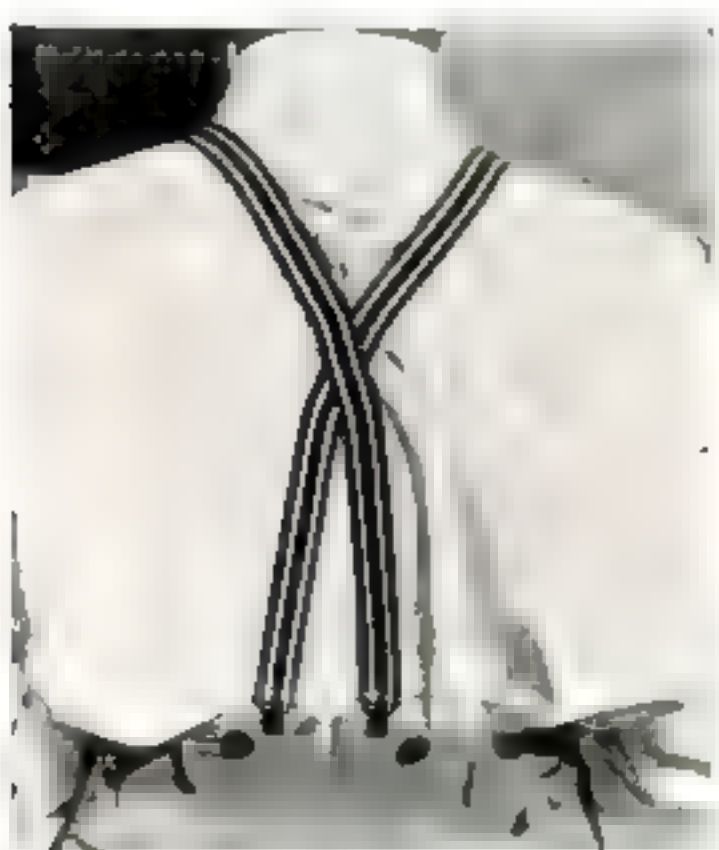
ADJUSTABLE-TAB IN BACK—1930



NARROW PIGSKIN AND ELASTIC



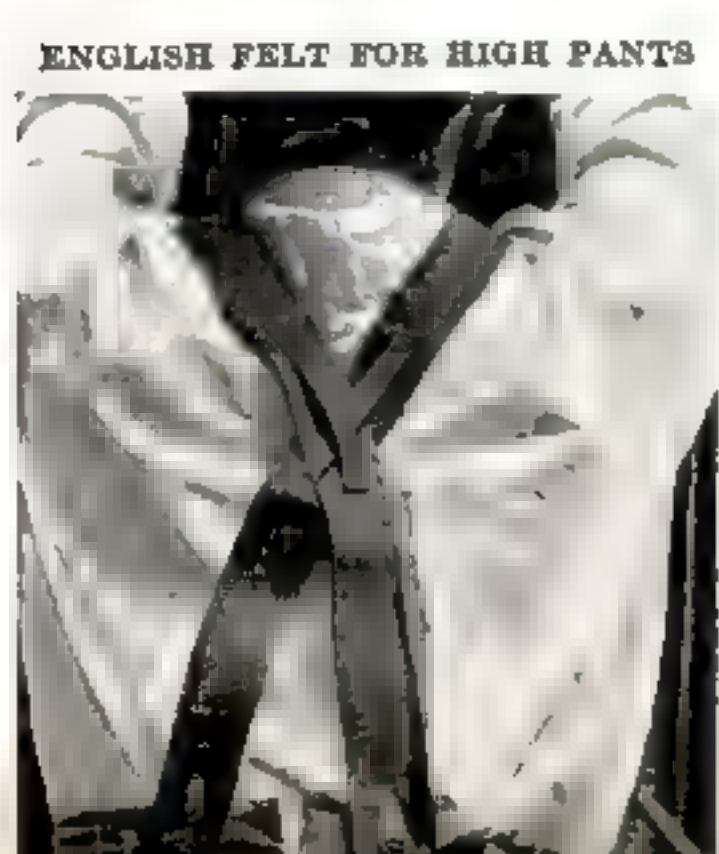
ACTION-BACK CORD PULLS



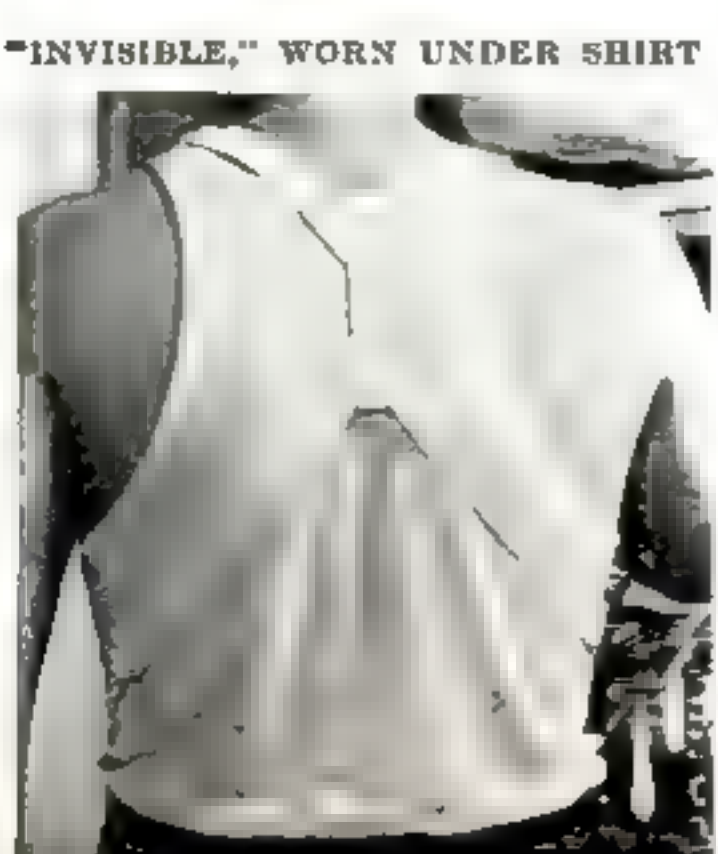
CLIP ENDS REPLACE BUTTONS



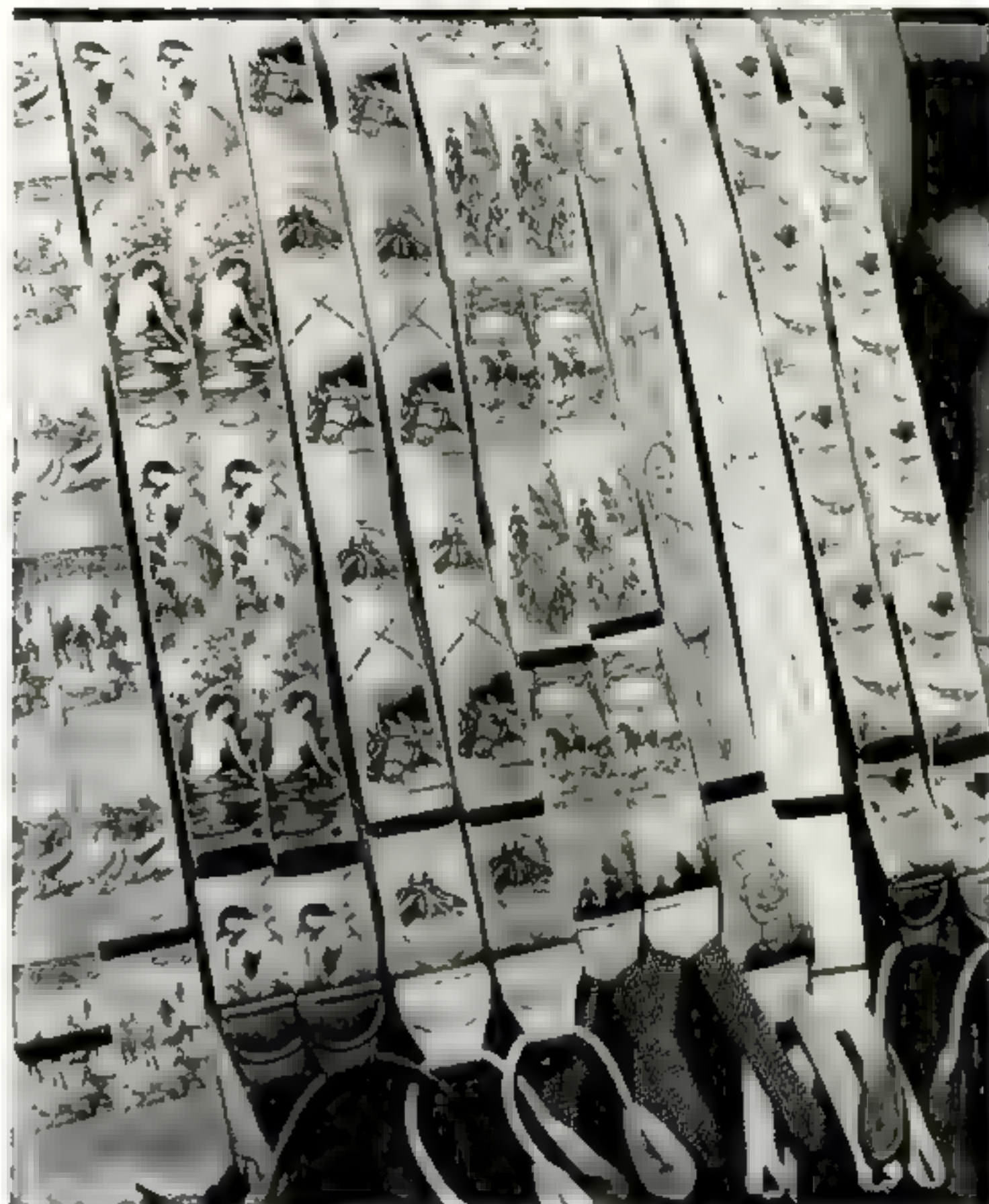
BLACK SILK FOR EVENING WEAR



ENGLISH FELT FOR HIGH PANTS



"INVISIBLE," WORN UNDER SHIRT



FANCY PICTURE SUSPENDERS ARE HARD TO FIND, COST FROM \$5 UP

NATION SPLITS ON SUSPENDERS

PANTS PROBLEM DIVIDES MEN 60-40

In the summer, sales of suspenders slump while conversation about them flourishes. That is the time when the intricate contraptions used by some men to hold up their trousers are exposed and belt vs. suspender controversies rage. Esthetes call all suspenders ugly and vulgar. Functionalists claim they are the only practical, comfortable support for a man's pants. U. S. men, divided on the question, favor belts over suspenders 60 to 40. A few ultracautious extremists wear both.

Basically, the engineering principle of suspenders has changed little since they were first made commercially 150 years ago. The earliest gallsuses were either cross- or Y-back. They were made of heavy, short-stretch materials which made them tight, uncomfortable and hard to fit. Complicated pulley arrangements were next devised to lessen the shoulder strain. Later, the adjustable or custom-back was introduced. Here and there clips were brought into use to take the place of buttons, and lighter, long-stretch materials were used. But fundamentally the design of men's suspenders, twelve types of which are shown from the rear on this page, has remained unchanged for a century and a half.

HORSE TRANSFUSION

Direct blood transfusion between horses was publicly performed for first time July 9 before the American Veterinary Medical Association in the ballroom of New York's Hotel Pennsylvania. The operation on the two horses proved transfusions are safe due to the recently developed method of typing horses' blood. The 1,000 veterinarians also watched a demonstration of artificial insemination of a cow by which the breeding power of a bull is increased 20 times.



HOLLYWOOD PREMIERE

When searchlights sweep the Hollywood skies it means a world premiere of some expensive new movie. On July 8 batteries of these lights ringed the Carthay Circle Theater for opening of Metro-Goldwyn Mayer's new \$1,800,000 all-star super-spectacle *Marie Antoinette* (LIFE, July 11). Judged by the number of watts burned, the number of stars present, the quantity of sequins and ermine, it was the greatest premiere ever staged. The movie, too, was a hit.

FOX
CARTHAY
CIRCLE

MOVIE "CELEBS" SHOW OFF AT A PREMIERE AND PARTY

Premieres (pronounced "pre-meers") are the most splendid social events in Hollywood. They are attended by celebrities (pronounced "celebs"), who see the movie, and the public (called "boobs"), who sit in a grandstand and see only the celebs. At the *Mario Antoinette* premiere 5,000 boobs gawped and the great of Hollywood, dressed to kill, paraded through a reproduction of the gardens of Versailles. After the show Producer Louis Mayer gave a party at the Trocadero for the two stars, Norma Shearer and Tyrone Power. Like the premiere, the party was hailed as the "greatest ever."

Stars love premieres because at no other time are there so many bright lights, so many cheering voices. But the entrance into the theater is a nerve-wracking moment, for stars who think they are still on top may learn, from faint applause, that their orbits have turned down. Some, like John Barrymore, regard premiere nights with bored disdain. Others, like Clark Gable and Carole Lombard, have a good time and to hell with the public. But most of them wear fixed smiles, linger long before the flashbulbs.

From observation of who escorts whom, who snubs whom and who appears happy or unhappy, gossip columnists get material to fill their space for days.



Carole Lombard and Clark Gable had the best time at the Trocadero. Always full of fun and careless of dignity, they

are one of Hollywood's most delightful couples. They cannot marry because Gable's wife has refused to divorce him.



Freddie Bartholomew and Judy Garland, aged 14 and 15 respectively, stop to sign the stars' guest book at the theater.



Helen Hayes and James Stewart dance together. Miss Hayes just turned down an offer of \$85,000 to make a picture.



Edgar Selwyn and Doris Duke Cromwell sit one out. Selwyn's company, M-G-M, is screen-testing Mrs. Cromwell.



Norma Shearer and Franchot Tone smile sweetly. Tone's wife, Joan Crawford, and Shearer are rival queens at M-G-M.



John Barrymore and Elaine Barrie, in their second year as man and wife, regard premiere with profound boredom.



Robert Taylor and Barbara Stanwyck serve notice that their romance, which has lasted two years, is still in effect.



Hedy Lamarr and Reginald Gardiner accept applause. Gardiner appears in the movie. For Miss Lamarr see page 27.



Norma Shearer and Tyrone Power, the stars and guests of honor, beam upon their public. Miss Shearer, appearing in her first movie since *Romeo and Juliet*, got rave notices for her performance from all the first-night reviewers.



The foreign set included Earl of Warwick (now in the movies as Michael Brooke), Simone Simon, Jim Falkenberg, a bit player, Merle Oberon and one American, Douglas Fairbanks Jr. The Earl and Simone are frequent companions.



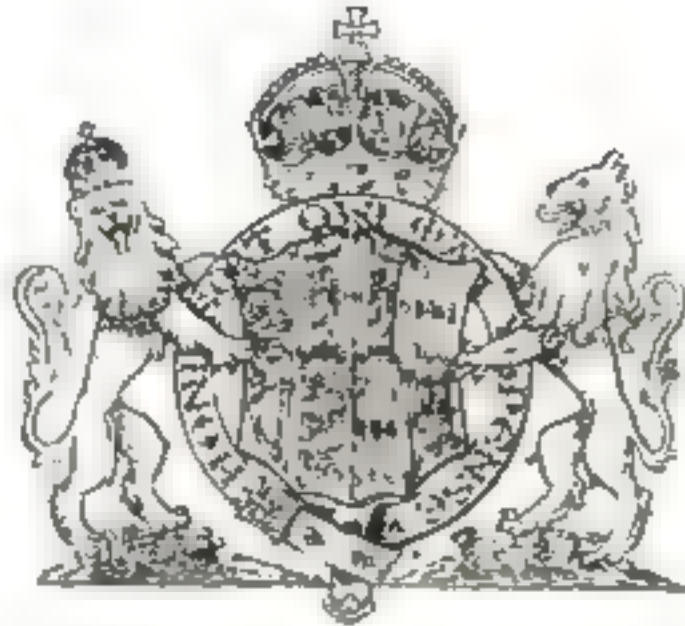
Her Majesty the Queen

A Scottish commoner, Elizabeth of England has learned to do her royal job in a royal way

On July 19 the King and Queen of England are scheduled to make their first state visit abroad—to France. In the year and a half of his reign George VI has notably improved at his job. But his Queen Consort has turned in a nearly flawless performance. The Queen of England is the most conspicuous woman in the world, by profession. She cannot make serious mistakes and what mistakes she makes are all out in public, where the whole world can see them. The King owns the lands, crowns, regalia and revenues but the Queen Consort is the King's patent of respectability and normality. She need not be brilliant, dazzling, brainy, capable or beautiful. She need not even be British. But she must be satisfactory. And to be satisfactory she must be whatever Englishmen of her time think is queenly.

Just now the chief English requisite for being Queen is not to be Wallis Simpson, Duchess of Windsor. The second is to look and act British. The third is to be as much as possible like Queen Mother Mary. Queen Elizabeth qualifies brilliantly on all three tests. And she has already begun to contribute something of her own to Englishmen's ideas on queenliness.

The reason is that Queen Elizabeth is the first British woman to sit beside a British king since James II married his Lord Chancellor's daughter in 1689. She is also the first commoner Queen since then. She marks a spectacular change from the princesses of Teck, Denmark, Saxe-Coburg, Saxe-



Gotha, Saxe-Meiningen, Brunswick, Mecklenburg-Strelitz, Brandenburg-Anspach and Zell that followed the buxom English girls of the Tudors and Plantagenets.

Elizabeth of England is acclaimed as England's first modern Scots queen. Actually, however, she is scarcely one-tenth Scots. Her father has a resounding Scots title—Earl of Strathmore and Kinghorne, Viscount Lyon and Baron Glamis, Tannadyce, Sidlaw, Strathdickie, Bowes, Lunedale. His family of Lyon goes back to 14th Century Scotland and has a thin strain of royal Stuart blood. Three brothers died fighting the English on Flodden Field in 1513 but since the

17th Century the Lyons have married English girls consistently and anglicized themselves as fast as they could. Elizabeth's Scots flavor derives chiefly from her father's Glamis Castle (*below*), "the oldest inhabited house in Britain," that has rooked Macbeth, Duncan, Prince Charlie, Claverhouse and a legendary monster who is still supposed to be in residence. Actually, Elizabeth spent most of her early life in her father's two other houses near London.

Above is her coat-of-arms as Queen. On the opposite page she wears husband's gift tiara, favorite pearls, George V's personal Order, and the Order of the Crown of India. Photographer Dorothy Wilding's camera fails to show the Star of the Order of the Garter, worn lower on Her Majesty's dress,



1 Elizabeth was born at her father's Queen Anne house (*above*) near London at St. Paul's Waldenbury, Aug. 4, 1900.



2 Her father is Claude George Bowes-Lyon, Earl of Strathmore, a widower.



3 The Earl's seat is gloomy Glamis Castle (pronounced "Gloma") in Scotland. In this grim pile, still thought haunted, Macbeth may have killed Duncan.



4 Elizabeth was baby girl of a close-knit, loyal family of ten children.



5 She slept in this bed when at Glamis. But for fun she much preferred her birthplace.



6 At 14, tutored by her mother and governesses, she looked much as today.



7 Proposal of marriage by Albert, Duke of York, came in 1923. Elizabeth long pondered her Yes.



8 In a wedding dress of ivory chiffon, moire and lace, Elizabeth leaves her father's London house.



9 Archbishop of Canterbury marries her to the King's second son, April 26, 1923, in Westminster Abbey, England's coronation place.



10 She faces husband in Wembley Empire Exhibition toy railway, July 1925. She got a dozen such invitations daily.



11 Christening of her first daughter, Princess Elizabeth, May 1926. Flanking Duke and Duchess of York are all four grandparents.



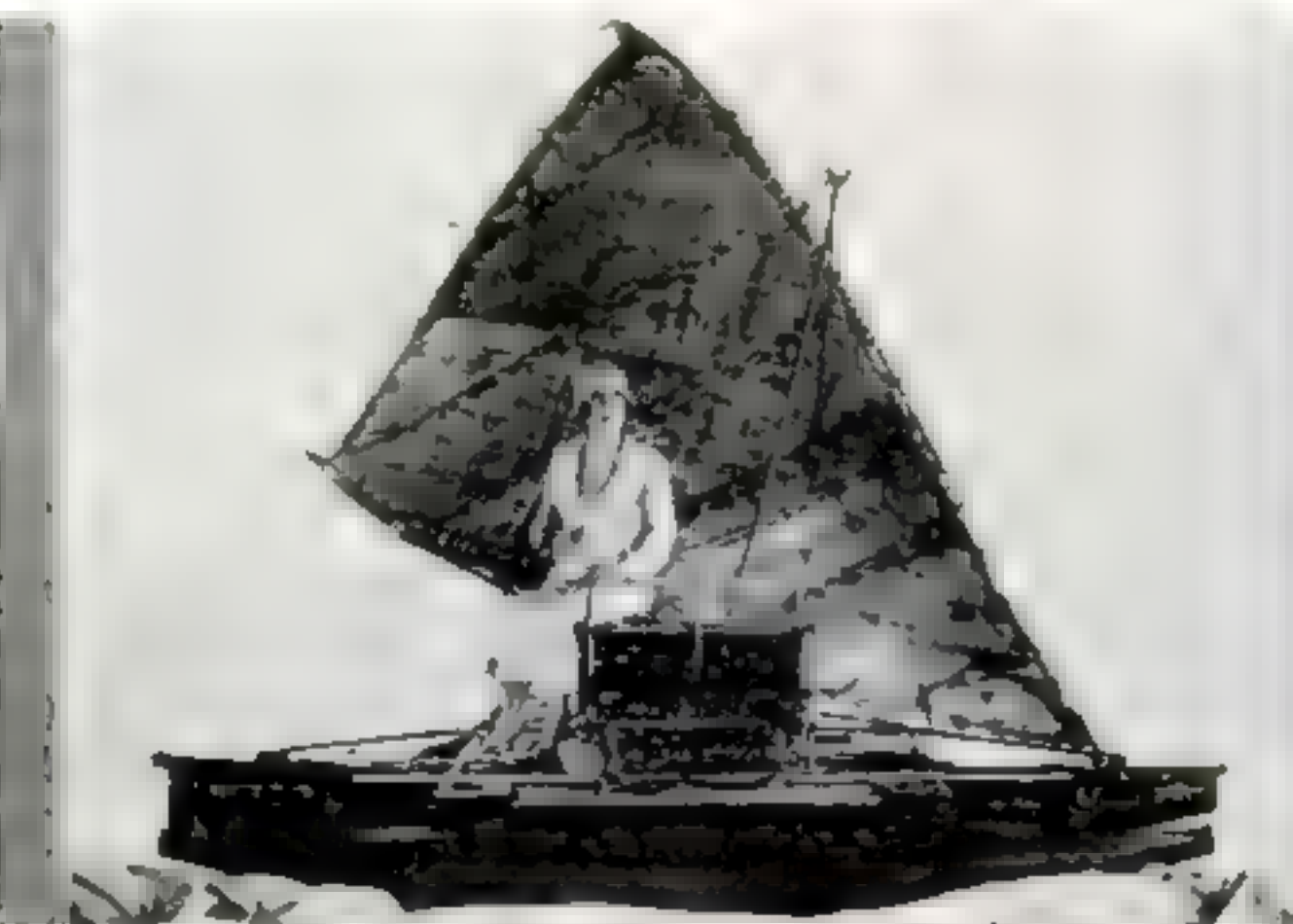
12 Goodbye kiss from the Prince of Wales on first big job, 1927 trip to Australia.



13 Elizabeth and husband play deck tennis on way to Australia with "Extra Equerry" Nugent and Mrs. Gilmore on *H. M. S. Renown*.



14 Caribbean stop at Jamaica to ride through hot dusty streets.



15 On the Fiji Islands native women give Duchess a sailboat—*drua*. She gave them her picture posing in the *drua* on its canvas wrappings.



16 Sperm whale's tooth is given by No. 1 Fiji Prince Ratu Popi whose horrid ceremonial brew the Duke drank, not the Duchess.



17 On Sydney, Australia's cricket ground March 29, 1927, Australian children make a big WELCOME and a white rose of York. The

Duchess broke up the rose by walking through it. Chief chore in Australia was to inaugurate its brand new, \$50,000,000 capital, Canberra.



18 Elizabeth beams on second child, Margaret Rose, born at Glamis Aug. 21, 1930.



19 She takes her two pretty children, now 7 and 3, to her ancestral Glamis Castle, August 1933. Her husband had been High Commissioner to Church of Scotland.



20 She inspects a champion heifer of her father-in-law, King George V. Such solid, dull work was pleasing to her royal in-laws.



21 Jiggling babies is a royal job that is never finished.



22 One of last pictures of Elizabeth with her father-in-law, at a London vaudeville command performance in November 1935, year of his Silver Jubilee.



23 King is dead. Long live the King, Edward VIII, followed by brothers, York as Air Vice-Marshal.



24 Behind new king, Yorks went to work, visited "Glamis Pit" at Durham coal mines July 1936.



25 The heir to the throne scuttles through the abdication crisis on Dec. 4, 1936, as King Edward VIII fads out of love with his job.



26 Elizabeth's husband is King. First picture midnight Dec. 11, after Edward's abdication. Queen Mary tried to stop it.



27 Crown she designed with Kohinoor diamond descends on her May 12, 1937.



28 She trails five yards of purple silk velvet, ermine and gold, carries Queen's Sceptre and Ivory Rod with Dove out of Westminster Abbey.



29 People get the Elizabeth smile from the gilded State Coach.



30 Royal family, as newly constituted, show people their crowns on Buckingham Palace balcony. Place of honor to Queen Mother.



31 A queen's life is spent on balconies. Watching Trooping of the Color last year are, from the left, Queen's

Woman of the Bedchamber Mrs. Bowlby, Princesses Elizabeth, Mary, Margaret, Alice, the Queen, Princess Marie

Louise, Mary's son Gerald Lascelles, Princess Helena, Queen Mary, Duchesses of Kent and Gloucester, Lady Desborough.



32 Balcony with menfolk at Epsom races. At the races in 1921 Elizabeth was told she would be a queen some day and mother of a great queen.



33 On Buckingham Palace balcony, Queen Elizabeth, like her subjects, recognizes Queen Mother Mary as a matchless expert at the job of Queen. Here, July 5, Elizabeth is in mourning for her mother.

The Queen's Character

She models herself after her mother-in-law

The charm of her simplicity, her impulsive, warm-hearted manner, the innocent expression in her lovely eyes," writes a biographer of Elizabeth of England's childhood, "are beyond my powers of description." "Dainty and sprite-like . . . a true Faerie Queene," writes another. Such gush among British royalty-worshippers is beginning to submerge the real character of Queen Elizabeth.

Elizabeth is an intelligent, largely self-educated, responsible, capable woman. While her husband has changed enormously since his accession to the throne, she remains almost precisely the same. Pictures do not show her fine pale "Irish" skin or her fine dark, long-lashed blue eyes. She is incorrigibly self-conscious and goes stiff at great moments, giving the crowd an ungainly gesture with a flat hand. But she loves her job, loves the spotlight, loves to go out where the crowd is waiting. All this has made Englishmen who know her like her, has made her Scots neighbors think her stuck-up.

Never a careful dresser, Elizabeth now wears suburban matron clothes designed by Norman Hartnell, likes pastels, furs, feathers, jewels. A personal friend of Novelist Osbert Sitwell and Stage Designer Rex Whistler, she intellectually dominates her husband. To this smart U. S. Ambassador Joseph P. Kennedy lately testified when with diplomatic exaggeration he told the press: "The Queen is one of the most brilliant women I have ever met in my life." She likes her job chiefly because her shy husband has grown to like his but, for herself, she wants most of all to be a queen like her mother-in-law.



IN THIS CHARACTERISTIC PICTURE, THE QUEEN VISITS A POOR HOUSE



Elizabeth's Royal Daughters

Elizabeth's daughters are far better-born than she. The heir to the throne is Elizabeth, now 12, whose super-royal manners sometimes make her mother say;

"Yes, you're a royal princess but we hope you'll grow up to be a lady." Above, the Queen, Margaret Rose (left) and Elizabeth step out of Glamis Castle door.



BOX MANUFACTURER HIRES DOG TO CATCH RATS IN STRAW PILE

At Circleville, Ohio, the Container Corporation of America (boxes and cartons) operates a straw-board mill. In its storage yard are stacked great bales of wheat straw (*below*). Between the bales dwell thousands of mice and rats which feed on grains left by the thresher. Gradually they migrate to lower levels as the straw is carted away. When the last bales are removed they swarm forth in hordes. Until two years ago the mill operators could find few men willing to move the final bales because the rats ran up their legs, scared them.

One day as workers gingerly shifted bottom bales, Fanny, a homeless German shepherd, wandered in, began catching rats for fun. So efficient was she that Container Corp. bought her a license, had her spayed, gave her permanent board and lodging. The company claims she is the only dog regularly engaged in modern industry. Her record catch is 142 rats in one day. Above you see her racing after a rat. On opposite page you see what happens when the rat is caught.



CONTAINER CORP.'S STRAWSTACK CONTAINS THOUSANDS OF RATS





In hot pursuit Fanny lowers her head, spreads wide her jaws to nab the fleeing rat. When running in the open, rats move by a series of bounding leaps (see top of opposite page).



Crunch go Fanny's jaws through the spine of one rat, while another escapes unobserved at lower right. Usually about six rats emerge as each lower bale is removed from the stack.

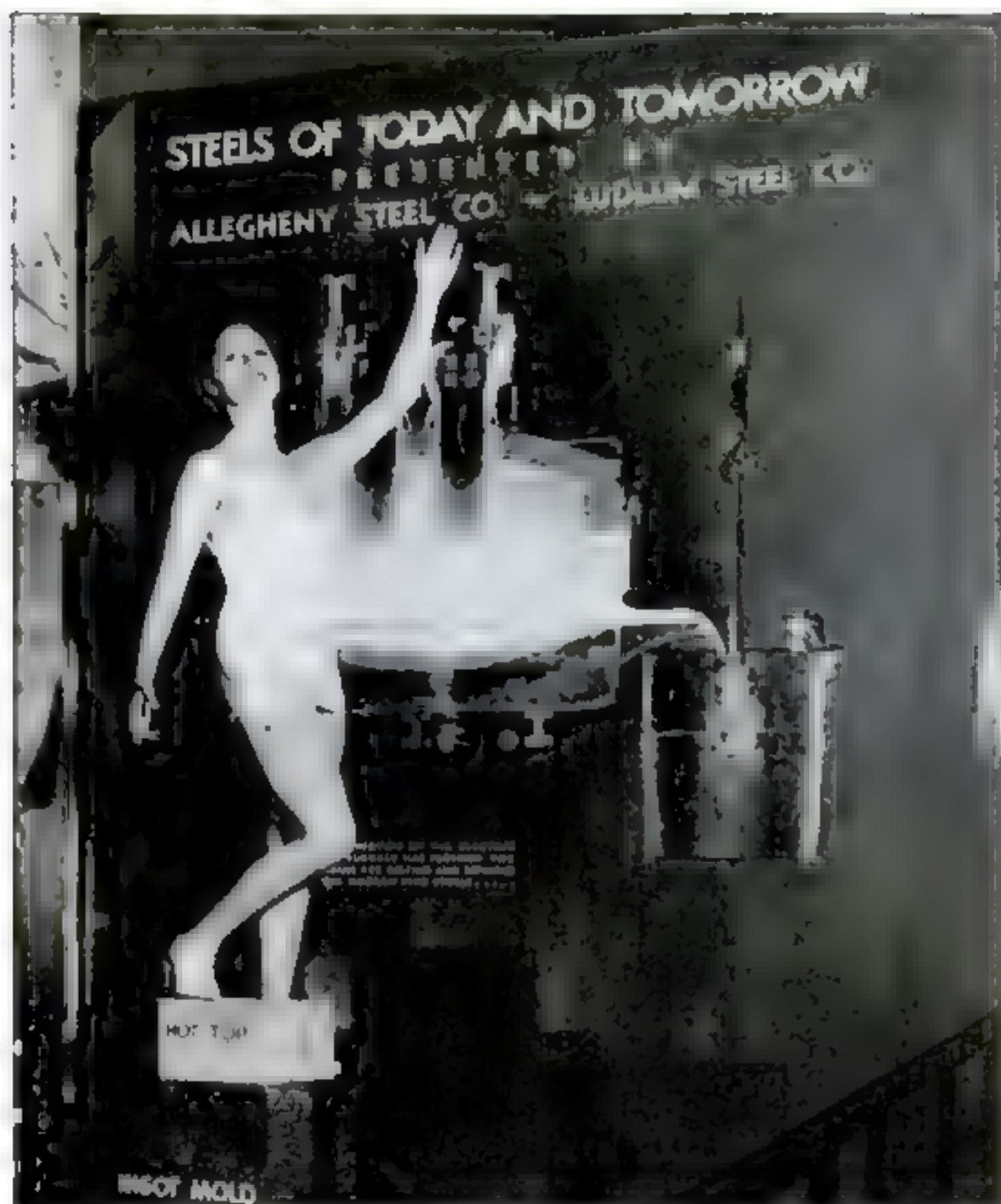


A short sharp shake breaks rat's back. Fanny is careful not to take the rat's head in her mouth. Occasionally when she has grabbed the wrong end, a rat has bitten her tongue.



Over her shoulder she flips the lifeless rat. Fanny never eats rats, occasionally pauses to consume a mouse. Below she proudly surveys 35 dead rats, a brisk half hour's work.





"Miss Television of RCA heightens interest in the display," said the press agent who released for publication this picture of a toothy young lady on the hot top of an ingot mold for Allegheny-Ludlum Steel's exhibit at New York's Museum of Science & Industry. Vexed at such lack of dignity, Museum authorities professed ignorance of the picture.



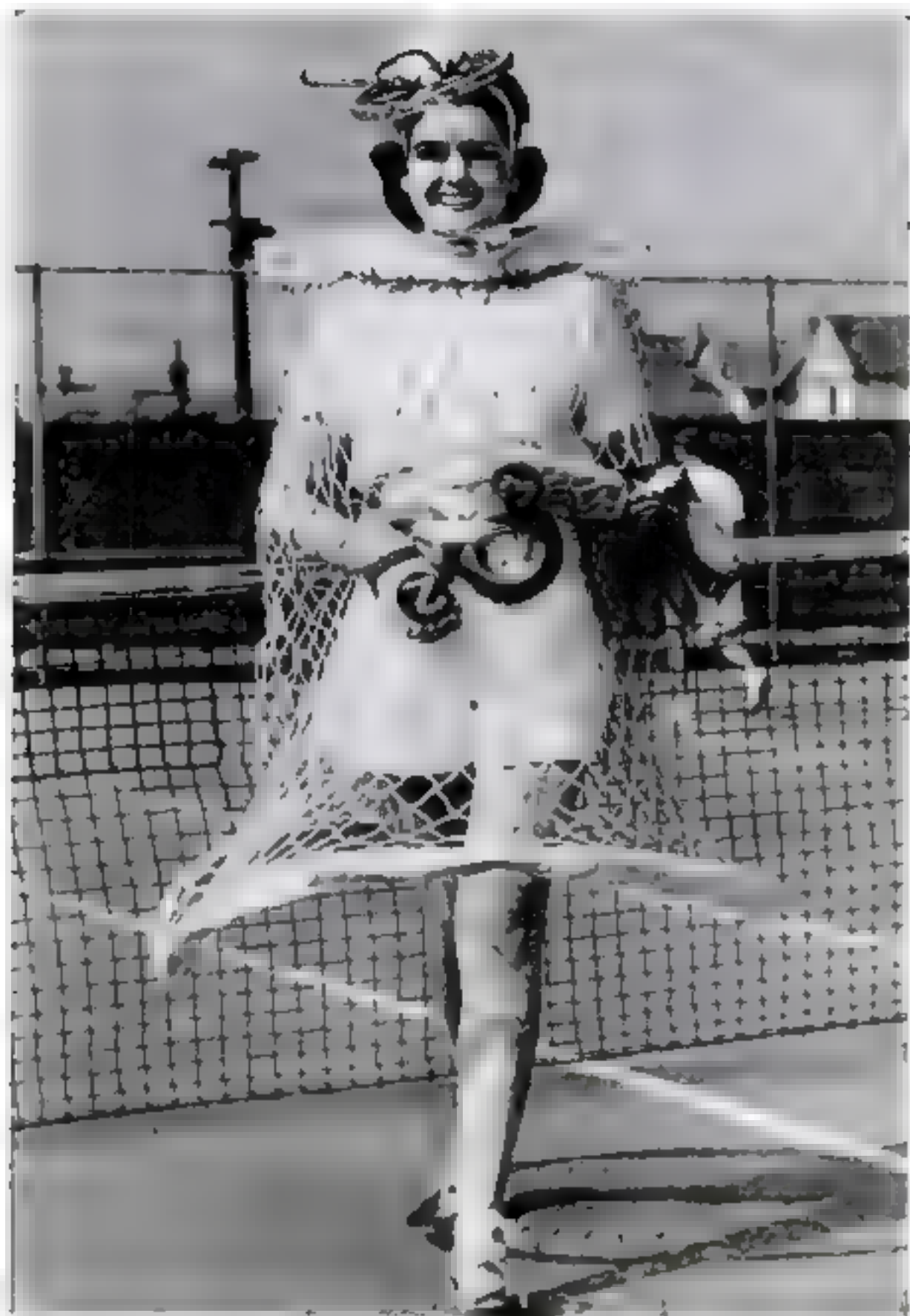
Corkcrown columns, covered with artificial leaves, are a part of the decorations with which Paris has begauded itself for the visit of King George VI and Queen Elizabeth on July 19. Though large, the decorations seem tawdry indeed compared to those with which Mussolini's Rome greeted Adolf Hitler. The Parisian, unimpressed, waits for a bus.



Through Vienna's Jewish district, where furs are traded wholesale, clanked this trolley car decorated to advertise a special edition of Julius Streicher's rabidly anti-Semitic paper, *Der Stürmer*. The top slogan means "Judaism is criminalism." Note that most of the shops are closed. Wilhelm Altkorn's store behind the car used to import Canadian furs.



Taken in 1935, this picture of Pitcher Whitlow Wyatt, then with the Chicago White Sox, was released for publication on July 11, 1938 when he was bought by the Brooklyn Dodgers for \$40,000 and two other players. The thing he is holding out to the camera is not a baseball at all but a child's big beach ball, on which the stitchings have been painted.



A hit at Spring Lake, N. J. fashion show was made by Roseanne Murray who dressed herself in a tennis net, racket, badminton birds, two rubber quoits and a baseball glove. A frieze of wooden golf tees protects her shoulders. The numbered mittens on her hands are covers for golf clubs.



"Miss Republican" received a silver cup from Governor Harry Nice of Maryland following her selection at a picnic, rally and bathing-beauty contest on July 9 by Maryland Republicans at Seaside Park. She is Carolyn Mijenski, 17. Maryland Democrats met a mile away on the same day.



President of the Electrolysis Associates Louis Zinberg judged a "Beautiful Legs" competition at Polaris Amusement Park, N. J., July 10. To keep his mind on his business he shrouded the six finalists in flour sacks. For business reasons Judge Zinberg made hairlessness as well as symmetry a major consideration. A \$25 prize and an offer to pose for depilatory ads went to the legs of Cecille Joseph, extreme right.



A plug for North Carolina tobacco, the basic weed of U. S. cigars, is Charlotte Fleming, perched on an opened hoghead of tobacco and wrapped in more of the same, at Wilson, N. C., the world's largest tobacco auction market. Queen of the tobacco festival, Miss Fleming is the granddaughter of Wilson's first tobacco auctioneer. Virginia tobacco makes cigars for England, Maryland tobacco for France.

many millions of Americans of every age and position draw to it so often each week, to enrich our experience and heighten our awareness of the world—to give us, in **LIFE's** pages, the sense of living more abundantly?" — From a Subscriber's Letter

In **LIFE** you are watching THE MARCH OF SCIENCE!

Science is to be found in many places and in strange forms!

Science fights Man's unending battle against Death—and **LIFE** has taken you to Philadelphia's famous "blood-bank" which may do away with blood transfusion as we know it today . . .

Science bends to its will the terrific forces of Nature—and in **LIFE** you have penetrated the doors of General Electric's vast laboratories in Schenectady to watch at close range while deadly man-made thunderbolts crashed through the air . . .

A thousand times an hour, Science plays its all-important part in the world's oldest drama—and in **LIFE** you have put on a surgeon's mask and sterile gown to see with your own eyes the awesome miracle of a baby's birth . . .

Science charts the furthest limits of the universe—and in **LIFE** you have visited the sun to eyewitness the greatest explosion ever seen by man, to watch flames hurtling 600,000 miles into space . . .

In **LIFE** you have investigated the mysteries and achievements of Science in its struggle against cancer and tuberculosis and pneumonia—picture essays which have earned **LIFE**, among many honors, the distinction of being regularly indexed by the American Medical Association.

Science—in dingy laboratories and on open plains . . . high in the dizzy stratosphere and deep in the dark sea . . . in teeming cities and in tangled jungles . . . **LIFE** has taken you to the ever-changing frontiers of human knowledge that you may see Science on the march!

And during the crowded weeks and months and years to come, **LIFE** will go on taking you to news-fronts of the world—to let you follow with your own eyes the relentless march of Science, and every other phase of the stirring times in which we live.



Pneumonia Research

WS SCIENCE ART INDUSTRY SPORT POLITICS AMERICANS AT WORK
ERICANS AT PLAY VIEWS BIOGRAPHY THEATRE MODERN LIVING TRAVEL AND EXPLORATION



FEATHER MAN SCARES PRESIDENTIAL PARTY

On July 9 as Franklin Roosevelt drove through Oklahoma City a tatterdemalion darted from the crowd toward the presidential car. Bodyguard Tom Qualters, former Notre Dame footballer, leaped from the running board, flattened his man with one swing, was back before the car had gone 30 yd. Police were going to work (above) when someone identified their captive as Woody Hockaday, a harmless screwball whose antics have made news at various times (below). To wrathful Oklahomans battered Woody Hockaday explained: "I just wanted to shine the President's shoes."



A feathered desk demonstrated Hockaday's pacifism to Secretary of War Harry Woodring.



A shoeshine for Negro was Hockaday's protest against lynching.



A STUFFED CHICKEN FOR FRANCES PERKINS WAS INTERCEPTED



... Drinking is a luxury.

When you drink, why not drink the best?

Learn to say Fleischmann's even if you

pay a little more and drink a little less.

FLEISCHMANN'S GIN

That's the spirit!



Distilled from American Grain. 90 Proof.
Copyright 1938, The Fleischmann Distilling Corporation, Peekskill, N. Y.
Also Fleischmann's Sloe Gin. 65 Proof



NANCY THOMPSON WITH HER FATHER SOLOMON AND MOTHER MEHITABEL

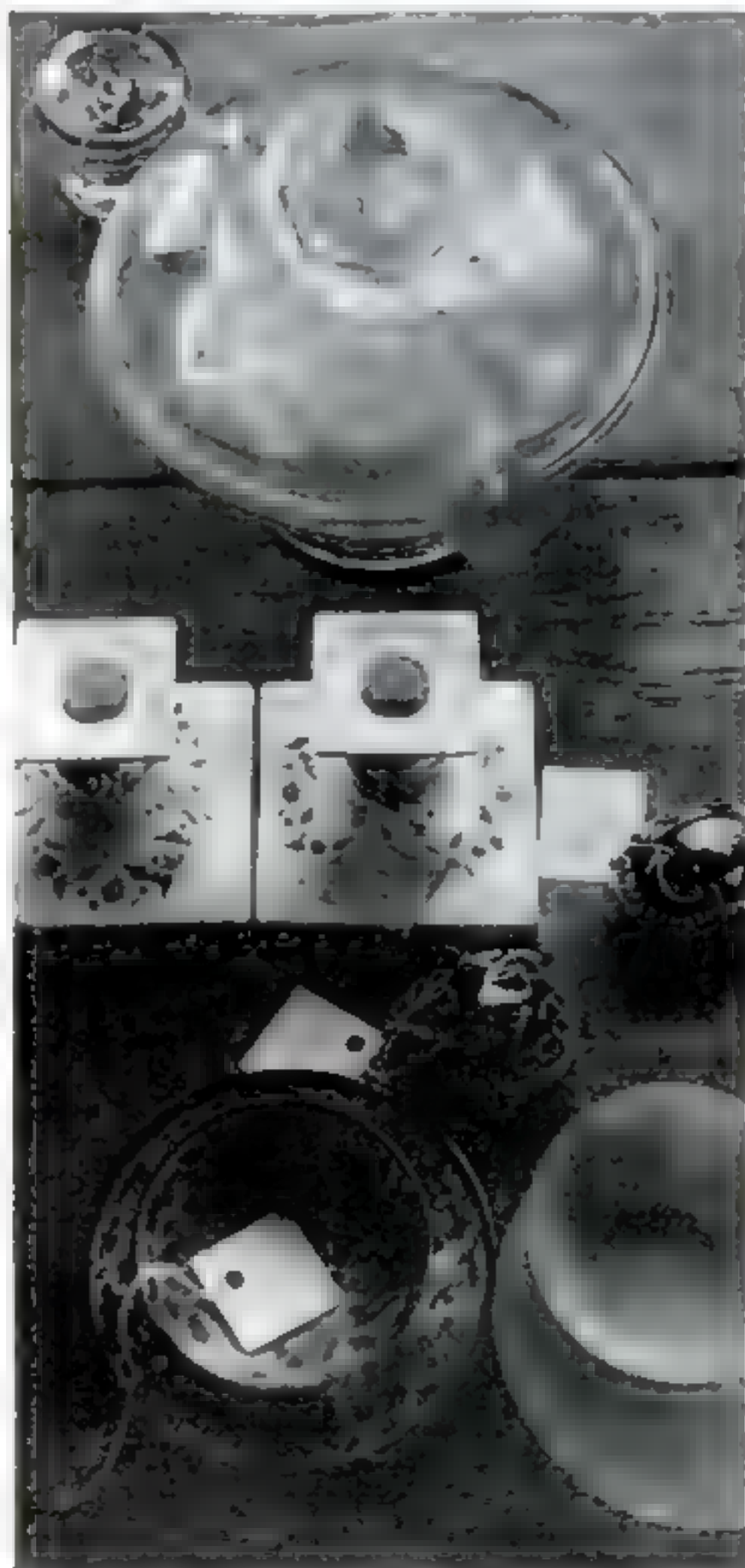


NANCY LOOKED LIKE THIS AT 22. SHE DIED AT 25

Life Goes to an Auction



Nancy's trousseau, purchased in 1870 and never used, included high shoes, a bolt of dress goods and fancy buttons.



These pretties Nancy collected for the new home she never had. At auction last month they brought from 50¢ to \$3.



Nancy's hope chest, which consisted of 114 different pieces of goods, was bundled up and put away over half a century ago.

At Perry, Mich., where Nancy Thompson's effects fetch \$996

Sixty-eight years ago Nancy Thompson, a serious, pretty 17-year-old girl whose family were pioneer settlers in Perry, Mich., became engaged to a neighbor named George Ladeau. The date for the wedding was set and Nancy's trousseau bought. Suddenly Ladeau, who was doing well in the lumber business, lost his money in a lawsuit. He decided to go to California to recoup his fortune. He begged Nancy to go with him but she was an only child and her parents objected to her leaving them and forbade the wedding. Her mind on George, Nancy discouraged other suitors.

Twenty years later, now in modest circumstances and still a bachelor, Ladeau came back to Perry. He still wanted to marry Nancy, but for her the glamor had worn off and she decided that they would simply remain friends. He bought a place about five miles from the house which Nancy's parents had built on the site of their original log cabin. They saw each other occasionally until his death two years ago.

Nancy's parents died about 20 years ago and with their passing she became more solitary. For years on end she rarely visited the small village of Perry (pop. 835) five miles away, sending a tenant in to do her marketing. Last winter Nancy fell and broke her hip. She died in May, little more than a romantic name to her neighbors.

To pay her hospital bill and to settle her estate, her effects were sold at auction at the old homestead on June 29. They fetched \$996.



Nancy's cousins Mrs. Dell Thompson and Daughter Pauline look through the front door at the objects piled up outside to be auctioned off. They helped arrange things for the sale.



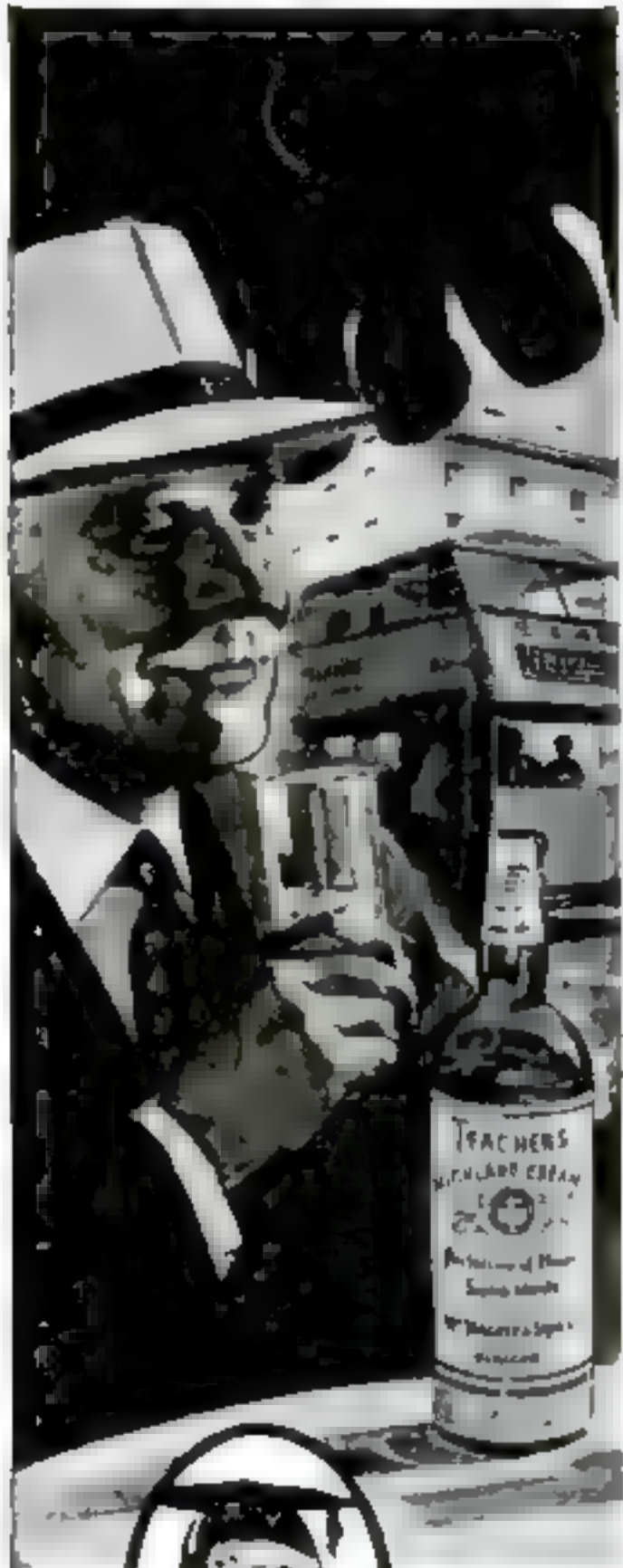
Auctioneer La Vern Root holds up a glass bowl as he asks for bids. He and another auctioneer alternated in selling articles and searching out bids. Prices were not unusually high.

AUCTIONEER ARNOLD LOOMIS OF PERRY, MICH., ASKS FOR A BID WHILE AUCTIONEER ROOT WATCHES THE CROWD. LOOMIS HAS A FARM BUT ENJOYS CRYING SALES



TEACHER'S

Perfection of Blended
SCOTCH WHISKY



86 PROOF

*"It's the
flavour"*

Extra summer pleasure comes from Teacher's *balanced* taste. Teacher's is a smooth, rich Scotch. Its friendly flavour combines mildness with hearty body. Men enjoy this distinguished difference.

Made since 1830
by Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS:
Schieffelin & Co., NEW YORK CITY
IMPORTERS SINCE 1794

Life's Auction (continued)



Nancy's wedding dress, made of brown satin brocade, brought \$3, her shoes \$2.50.



Nancy's old hats, tried on by a younger generation, produce great guffaws, sold for little.



Nancy's three beds were in the Perry auction. The spindle one in foreground fetched \$3.50.



Nancy's kitchenware sold fast. This woman paid \$1.64 for her armful of utensils.



Nancy's wool reel was bought by a representative of Henry Ford for \$2 at the auction.



Nancy's "God Bless Our Home" coat Mrs. Clara Istobel of Charlotte, Mich., the sum of \$1.25.



Nancy's eleven-room house was built by her parents in Perry 54 years ago. Since their death she lived alone in three back rooms.

In all that time the house was never redecorated or repainted. Now it will be sold. Note dinner bell on the roof, and outhouse.



Laden with booty, Clyde Furnish of Belle Oak, Mich., starts back home after the auction. He paid \$2.50 for the chair on running board, \$5.50 for table on roof.



Nancy's unmarked grave was decorated with a little pot of flowers by D. P. Hinchey, Perry jeweler, day of the auction. She lies between her parents' unmarked graves.

A SPECIAL SHAVE CREAM FOR THE *1 Man in 7* WHO SHAVES EVERY DAY...

Forms protection between razor and face . . . keeps blade from scraping or irritating skin

IMPORTANT business and social contacts now demand that many men shave at least once every day. Yet daily shaving often makes a man's skin raw and irritated unless it's protected against razor scrape.

To meet the "shave-a-day" man's problem, Williams has built a special type of shave cream. It's called Glider. After washing your face with warm water to remove razor-dulling grit, you spread on

Glider quickly and easily with the fingers—never a brush.

Glider forms a thin protective layer on your face. Over this rich, heavy cream your razor slides without scraping or irritation.

Here's how you can try Glider FREE! Just send us your name and address, and we'll mail you a generous tube of Glider absolutely free. On this one trial, we rest our case. We think you'll agree that Glider "No-Brush" Shave is the finest shave cream you've ever used.

Write today: The J. B. Williams Co., Dept. LG-7, Glastonbury, Conn., U.S.A., makers of Aqua Velve and Glider, who have been making fine shaving preparations for nearly 100 years.

(Offer good in U.S.A. and Canada only)

Fortune FOR AUGUST

FORTUNE for August examines the outboard motor—a \$37.50 yacht for the common man and a \$940,000 profit on a \$3,000,000 investment for the makers of Elio, Evinrude and Johnson Sea Horse. Also in **FORTUNE** this month you will find:

Death by Tariff
Camel Cigarettes
Czechoslovakia
The XIIIth Quarterly Survey
(Part II)
Coney Island
Baby Railroad
Martin of the Stock Exchange

FORTUNE is sold by subscription only at 33¢
605 N. Dearborn St., Chicago. The price is \$10 the year.

Common Itching RASHES

Apply Resinol at once to subdue the itching and soothe the angry skin. Sample free. Resinol L3, Balto., Md.

RESINOL



The Morning After Taking
Carter's Little Liver Pills

Get That Carbon Out of Your Motor



● You don't have to put up with poor compression, reduced power and pep, "motor ping," which result from gradual gathering of gums and carbon in all motors.

Karbout dissolves and loosens the gums, freeing the carbon particles that form on cylinders, valve stems, in piston ring grooves and ring slots.

A Karbout treatment gives you quick relief, improves and equalizes compression, restores power and pep, stops "motor ping."

\$1.00 per Treatment

While you wait, your service station or garage can give your motor a Karbout treatment . . . You'll buzz away with a pappy full-powered, quiet, smooth-running motor

SHALER KARBOUT



THE SHALER COMPANY, Wausau, Wis.



PEE-WEE CUTOUT

Sirs:

Enclosed find photograph of myself seeing what a \$17.50 hat would look like. I wonder how many others took LIFE as seriously and cut the pee-wee hat picture along the dotted line (LIFE, July 4).

CRYSTAL E. BROWN
Chicago, Ill.

DENTIST AT WORK

Sirs:

You recently printed some pictures of people in the dentist chair (LIFE, July 11). While exploring an old tintype album the other day I was amazed at finding an action picture of a dentist pulling a tooth. Whether the picture is posed or not, and I imagine that it must have been. It is the first one that I have ever seen supposedly showing action.

C. A. REINBOLT JR.
The Flint Journal
Flint, Mich.



MARION CHADWICK AT 17

Sirs:

On Sept. 13 last year you published the annual photographs of my daughter Marion and her father while in bathing suits.

Enclosed is the result of Marion's 17th year, as compared with her 16th, the last you printed.

You will note that the moths still do

not know where I store the suit but Marion had to have a new suit for the occasion.

The response and interest in these pictures by your readers was amazing to us. Letters were received from all parts of the country, France, England and South Africa.

GRACE M. CHADWICK
The Bronx, N. Y.



1937



1938

FACTS BEHIND OUR HUMAN CUSTOMS...

A "BAKER'S DOZEN" means *thirteen*

Why?



More than 500 YEARS AGO in the City of London, bakers were required by law to give an extra loaf with each twelve that were sold. Thus the customer was assured of getting full value and the baker avoided the risk of being fined for short weight. From this old law comes the present-day "Baker's Dozen", meaning thirteen. Many other interesting customs had

HERE'S ANOTHER CUSTOM BASED ON FACT:



Gold Label — 100 Proof
Silver Label — 90 Proof

No custom is more fixed in human nature than our effort to get the most for our money. Check GLENMORE on this basis...A fine Kentucky Straight Bourbon of outstanding excellence, honestly distilled by the same family for two generations...Only the finest grains...Kentucky's famed deep-well water...And the same faithful attention to every detail of preparation that tradition dictates. And GLENMORE'S price makes it "A Baker's Dozen" in value. Pour GLENMORE...you get more.

Glenmore
KENTUCKY STRAIGHT
BOURBON

Copy. 1938, Glenmore Distilleries Co., Inc.

OTHER GLENMORE PRODUCTS

KENTUCKY-JAVERN	Tom Hardy	Mint Springs
KENTUCKY STRAIGHT BOURBON WHISKEY Bottled in Bond 100 PROOF	A BLEND OF KENTUCKY STRAIGHT WHISKIES 90 PROOF	KENTUCKY BOURBON WHISKEY 90 PROOF

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... the meter that has everything!



compact
simple
low-priced

WESTON Junior Exposure Meter

Photographers, everywhere, are acclaiming the new Weston Junior... emphasizing its extreme compactness and simplicity, and its extremely low price of \$15.50. . . . But they place special emphasis on the fact that the Junior is Weston built . . . that it is giving them the same precise exposure results for which all WESTONS are famous. . . . Don't suffer picture disappointments because of incorrect exposures any longer. See the Weston Junior at your dealer's today, or mail coupon for interesting literature.

Weston Electrical Instrument Corporation,
630 Frelinghuysen Ave., Newark, N. J.
Send free information on the WESTON Junior.

Name

Address

City..... State.....

5c
2-GLASS SIZE

10c
FAMILY SIZE

DELICIOUS
with Lunch



PICTURES TO THE EDITORS

(continued)

FLOATING ISLAND

Sirs:

These pictures were taken of a piece of land that floated three miles across Lac Vieux Desert in Wisconsin.

The first picture was taken when I first discovered same. It landed at

the summer estate of the Carroll brothers of Chicago.

It is almost half an acre, has 26 tamarack trees on it and is now an ideal rock bass fishing ground.

MRS. ESTHER CONFAIR
Phelps, Wis.



THE FLOATING ISLAND IS VISIBLE FAR OUT IN LAC VIEUX DESERT



BUOYED BY TAMARACK ROOTS, IT DRIFTS CLOSER TO THE SHORELINE



THE HALF-ACRE ISLAND COMES TO REST OFF THE CARROLL BOATHOUSE



LIFE'S PICTURES

After several months of arduous assignments covering the recent developments in war-scarred Europe, it was a relief to LIFE's John Phillips to find himself at Wimbledon photographing the splendid action of the world's greatest women tennisists—the two Helens pictured on pages 35-37. Phillips finds working conditions in England much pleasanter than on the continent where his camera is universally regarded with suspicion. He was arrested twice during one week while photographing Hitler's entry into Vienna (LIFE, March 28) and once in Prague while making a study of Czechoslovakia (LIFE, May 30). Above, he relaxes in London and with a cheerful grin is off to a swank garden party.

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34—ACME
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36—Cen. THE LONDON ILLUSTRATED NEWS, INT., W. W.—P. L. INT., P. L. © KEY.
37—P. L.—U. & U.—ACME, U. & U. (2)—LONDON ILLUSTRATED NEWS, U. & U.
38—KEY, U. & U. A. P.—INT., A. P. (2)—INT. (2), P. L.—DICK MERRILL, CEN. DO, CEN. ACME
39—A. P.—P. L. ACME—A. P.
40—LONDON ILLUSTRATED NEWS
41, 42—WALLACE W. KIRKLAND
43—ACME, HENRI from B. A.—A. P., ACME
44—INT., W. W.—A. P., ACME
45—W. W.—A. P.—A. P.
46, 47, 48, 49—WM. VANDIVERT
50—P. L.

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*Double your enjoyment
at Julep time*



COLONEL PEMBERTON: "Ah, Sam. Four o'clock, I see."

SAM: "Yas, suh, Colonel...time fo' Doubling Yo' Enjoyment with one o' old Sam's Ten High Juleps!"

Want to double your enjoyment of any high-spot occasion? Then you'll want TEN HIGH! TEN HIGH has "No Rough Edges" to mar your whiskey enjoyment. Doubly-careful scientific control in the world's largest distillery assures doubly-smooth, doubly-rich bourbon taste. Start to enjoy TEN HIGH today.

HOW TO MAKE A TEN HIGH MINT JULEP

Fill a silver julep cup or tall glass half full of finely cracked ice, add 5 or 6 leaves of mint lightly dusted with powdered sugar; crush gently with spoon; then fill with more cracked ice. Now fill the cup or glass with TEN HIGH Bourbon, and add two sprigs of lightly sugar-dusted mint. If the ice is very finely crushed, the glass will frost in a few minutes.

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THE HIGH-SPOTS OF LIFE



TEN HIGH STRAIGHT BOURBON WHISKEY

CALL FOR TEN HIGH

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VETERAN of 2000 Tobacco Auctions

Billie Branch says: "Like most other independent tobacco experts, I smoke Luckies!"

Mr. Smoker: What about these experts who smoke Luckies 2 to 1?

Mr. Lucky Strike: It's a fact . . . and sworn records show it.

Mr. Smoker: What sort of experts?

Mr. L. S.: Independent experts. Not tied up with any cigarette maker. Auctioneers, buyers, warehousemen.

Mr. Smoker: What do they do?

Mr. L. S.: Take Billie Branch, for instance. He's been "in tobacco" since boyhood. He is an auctioneer.

Mr. Smoker: He must *know* tobacco!

Mr. L. S.: He *does*. He's seen the tobacco all the companies buy, Lucky Strike included—and he's smoked Luckies for 15 years.

Mr. Smoker: That speaks well.

Mr. L. S.: What's more, only Luckies employ the "Toasting" process.

Mr. Smoker: What does that do?

Mr. L. S.: It takes out certain harsh throat irritants found in *all* tobacco. "Toasting" makes Luckies a light smoke.

Mr. Smoker: I believe I'll try them.

*Sworn Records
Show That...*

WITH MEN WHO KNOW TOBACCO
BEST—IT'S LUCKIES 2 TO 1



WITNESSED STATEMENT SERIES:

Billie Branch Has Smoked
Luckies for 15 Years

